



Natural Balance
Complementary Practices

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To whom it may concern,

I am writing to highly recommend the services of Martin Dobbs – Ology Coaching.

A little over 8 months ago we thought our business was over. We had lost direction, we didn't have a plan, and we couldn't see the future. We knew in reality, somewhere there was a great business buried in the stress of the every day fire fighting, but we didn't know how to access the potential.

Fortunately we engaged with Business Link who recommended Martin Dobbs. We met with Martin and immediately sensed that he was a genuine person whose heart was to help us as a business succeed, in fact, right at the beginning he made it clear that if he felt he couldn't add value he would let us know and we wouldn't continue.

Initially he took time to understand our business, to really grasp the difficulties and to listen to what made us as people tick, what motivated us, where our individual strengths lay, why we were doing this business at all.

Once he'd taken time to assess us and the business, Martin opened our eyes to new ways of working and set about helping us to come up with visions and strategies to make the business work, simply by utilizing the skills we already had and by stretching our comfort zone and thinking patterns.

It has been an amazing journey so far, with real quantitative results. Our incomings have increased, our marketing has been more successful, our customers are happier and the greatest part of it all is that we did it ourselves. At no point did Martin say "you should do this..." he continually forces you to ask the questions and come up with the answers yourself, guiding and supporting you along the way.

Martin has an incredible ability to see the reality of the situation and to challenge you as individuals to take control of your own destiny and your own success. He has helped us to see that we are good at, what we are not so good at and where we need help and that the success of the business is a journey that will be as great as we make it.

The changes in our confidence as people and that of the business is indescribable, Martin's values and ethics are impeccable and every penny spent has been more than worth it.

I would be more than happy to talk further to anyone deciding whether or not to embark on coaching with Martin.

Our business has turned a corner and continues to have focus, drive and passion because Martin forced us to face up to what worked, what we are about and what the future could look like.

Brilliant!

Mrs. M Emery
For and on behalf of Natural Balance
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