

OUT IN THE FIELD

The Field Model™ in action

The Evolution Project

The Evolution Project is a successful small business providing fitness coaching and nutrition advice. However, several issues needed addressing as the company had developed into toxic chaos, with symptoms such as employees not getting along and ineffective sales processes.

“Working through The Field Model has fundamentally changed the culture of the business and has revolutionised our customer communication.

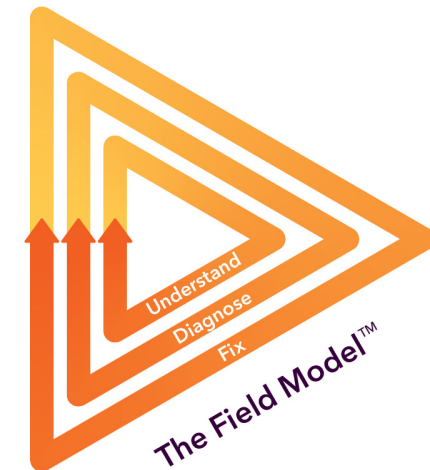
Jenni gave us new processes and systems and the confidence to use them. Our team is much happier. The sales process has been streamlined by using emails and text messages more consistently, which improved our response rates by 40%, and increased the likelihood of people showing up for new appointments by 30%. Customer complaints have been replaced with customer compliments and we often have positive feedback about our communication.

She’s the best business coach I’ve ever had. Jenni is painfully real and fearless, but with a heart of gold.

If your organisation is struggling with culture, or if you’re a business leader grappling with how to move your business forward, Jenni can help you. Funny, clear and someone special that can get measurable results in your business, Jenni is still working with us and continues to go above and beyond.”

James Llewellyn
Founder

The Field Model helps organisations move from chaos to calm. It seeks to understand, diagnose and fix issues for the long-term.



The Field Model for The Evolution Project:

UNDERSTAND:

After conducting listening interviews with the team to understand what was happening, we found internal communication issues and frustrated customers.

DIAGNOSE:

The team wasn't communicating well, issues weren't being addressed, there were no clear lines of communication, and a major problem with team friction. Customer communication wasn't aligned and new client leads weren't being nurtured. The sales process was unclear and messaging across the website, emails, social media, and video content was inconsistent.

FIX:

By coaching and supporting the team through the necessary changes, we achieved better, clearer, and more consistent communication. We created new processes and systems, and continue to run workshops and provide consultancy around member feedback and analysis.

If you'd like to find out more about moving from chaos to calm and implementing The Field Model, please email info@redefiningcomms.com. You can also find further resources on our [blog](#) and free [downloads](#) page.



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