



HB ELECTRIC, INC.

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Dear Larry and Joanne,

Here are some reflections on my experience with Bangs & Company coaching. It has had major positive effects for me as an individual and for our small business.

H. B. Electric had been owned and operated for nine years by Michael (my husband) and his business partner. Six months ago, Mike's partner moved out of state. This departure created the need for massive changes in how the business operates. As a result of working with Larry and Joanne Bangs, I have been able to make the mental and emotional shift from being the bookkeeper to being an owner with a full sense of partnership in this enterprise. This expanded sense of my role in the business and facing my importance to its overall success has freed my initiative to take on projects and to set goals. It has made me aware of areas where I can take responsibility by choice -- not out of obligation -- with energy and enjoyment.

For me, making the shift from "working here" to "being an owner" was neither fast, nor easy, nor comfortable. It required persistent coaching. Having accomplished it is a source of utmost personal satisfaction.

Another valuable result of the coaching has been that it provided us with a vision of a proactive business as opposed to a reactive one buffeted by circumstances. To convert the vision to a day-to-day reality, we learned some skills and got some tools that have been very helpful. They include creating budgets; setting targets and tracking progress toward them; and income and sales conditioning (my favorites). These processes helped to objectify and to make more manageable parts of working the "office end" of the business which I used to avoid. I still don't love making collection calls -- but I don't procrastinate much either. It's easier on me to get a pre-determined amount collected each week or month to meet a budget goal than to let things slide and to wonder each day whether the mail has any checks in it or not.

Running a company with one's spouse is probably not the easiest form of business partnership. It has been helpful to work with two people who know first hand the joys and particular struggles of making a family work and making a business work with the same teams doing both.

Heartfelt thanks,

Susan L. Burr