

Sustainable Success

Turn Your Business Data Into Your Competitive Advantage

Is this you?

You're running a consultancy, agency or service business that matters to you deeply. You're creating real impact - delivering results that genuinely transform your clients' businesses.

The work is meaningful. The results are real.

But behind the scenes? You're exhausted.

Day to day:

- You swing between overwhelm (too many clients and no space to breathe) to anxiety (where will your next customer come from?)
- Your calendar is packed, but you never feel on top of things
- You want to scale, but you don't know whether to add more or focus on less
- All your client success data - the results you've delivered, the transformations you've facilitated - is scattered across reports and spreadsheets where stays invisible
- When potential clients ask "what results have you delivered?" you feel an internal scramble as you try to piece together examples from memory
- You know your work is worth more, but without clear proof of ROI, raising your prices feels impossible

What keeps you up at night:

- Not knowing which marketing activities actually bring in clients (so you keep doing everything, just in case)
- Not knowing which services are truly profitable (so you can't let anything go)
- The reality that when you stop working, your income stops too
- The nagging sense that you're working harder than you need to, but you don't know what you can release without it all falling apart

You feel stuck. And slowly, steadily, it's taking the joy out of the work you once loved.

Why it feels this way

You built this business with intention and a genuine desire to create change.

For a long time, that was enough.

But somewhere along the way, what once served you started to hold you back.

Here's the painful irony: you got into this work to create visible, measurable change. Yet your own impact - the very thing that matters most - has become invisible in the noise of the day to day.

To your potential clients. To your team. Sometimes even to you.

Which means that while you're working hard delivering transformational results, your competitors are winning clients simply because they pinpoint their strategy and communicate their results more effectively.

They're not better at what they do. They just know how to utilise and present their data.

But what if you could finally see the full picture?

What would become possible then?

What your business needs

For this next stage what your business needs is a focus on less, not to add more.

You don't need you a new service, a different marketing channel, another strategy.

You need to understand what's already working and let go of what isn't.

The answers are already there, woven into your data - you just need to identify the patterns, to streamline and to create a strategy that's repeatable, predictable, sustainable.

This way, you can let your data work as hard as you do and actively help you partner with the clients you're meant to serve.

Who am I?

I'm Debbie. I help consultancies, agencies, and service businesses turn scattered business data into strategic clarity and competitive advantage.

For over 15 years, I've worked as a data analyst - first as a Geophysicist with a Masters in Earth Sciences, then as an Operations Specialist and Business Coach.

I've come to believe that natural ecosystems and business ecosystems aren't so different. Both are made up of interlinked components, cyclical rhythms, predictable patterns - once you know what to look for.

I'm comfortable with complexity. I genuinely enjoy the process of cutting through noise to get to the heart of what matters most.

And I love working with people who see their work as a vehicle for change in the world.

What becomes possible

After working together, you'll be able to:

- **Make strategic decisions you actually trust**
For example, which service to scale, which marketing channel to focus on, which clients are the best fit.
 - **Show your impact instantly**
Real-time dashboards that give you a quick and clear overview.
 - **Plan ahead with confidence**
Because you'll understand your business rhythms - when to expect things to get busy, when to rest, when to reach out.
 - **Grow without burning out**
Because you'll know your true capacity and exactly what's needed to grow at a pace that serves you.
 - **Work less while earning more**
Because you'll finally see which offers truly serve both you and your clients best.
-

How we'll work together

Month 1 - Review

Strategic Business Audit

We'll map your sales pathways together. Figure out where revenue actually comes from. Audit your impact data to understand what stories it can tell.

This stage is about getting curious and seeing what's really there.

Month 2 - Build

Business Intelligence Dashboard

We build your custom dashboard showing the numbers that reveal what's working.

We transform data from your clients, marketing activities, revenue, business rhythms, and impact metrics into clear insights about:

- Your top revenue drivers
- Which activities are worth your energy
- Where you're missing opportunities
- When to expect busy vs. quiet periods
- The impact you deliver in a format you can show potential clients

Month 3 - Refine

We review your first month of data together and make any tweaks needed.

What's included?

- **Strategic Business Audit**
We map your sales pathways and results data
- **Business Intelligence Dashboard**
The key metrics for both your operations and your client impact - in one clear view

- **Six 45-Minute Strategy Calls**

Spread across three months. We analyse your data together, spot patterns, translate insights into strategic decisions

- **Email Support Between Sessions**

For the quick questions that come up along the way

What's the investment?

£2,500 for three months

Most clients recoup this investment within 2-3 new clients.

Ongoing support available: £750-1,200/month (optional after initial three months)

Ready to begin?

If this sounds like what you're looking for, let's talk.

[Book a Free 30-Minute Data Breakthrough Call](#)

We'll look at where you are now, what's possible, and whether this feels like the right fit.

Questions you might have

What tools do you use? Power BI or Google Looker Studio, depending on your needs. Both integrate easily with Excel, Google Sheets, Xero, HubSpot, and other common tools.

Do we need special software? No. I work with your existing tools - typically just spreadsheets and your accounting software.

How long does setup take? Usually two months from our kickoff call to your first dashboard.

What if our data is messy? That's normal. Part of my process is helping you organise your data in a way that's sustainable long-term.

Can we customise the metrics? Absolutely. These dashboards are built around what matters most to your business.

Is this right for my stage of business? This approach works best if you have 6-12 months of business activity to analyse, some sales/marketing data (even if messy), and you're ready to look honestly at what the numbers tell you. If you're still in very early stages figuring out your core offerings, it might be too soon.