

CASE STUDY



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WHY DID YOU APPLY FOR LEEF?

I applied for the LEEF program after seeing it advertised at The SET, and it immediately stood out to me. I loved the idea of receiving guidance and support in business, particularly because I have largely been navigating things on my own.

At the time, I didn't have a strong support network or mentors around me, so the opportunity to receive structured guidance, clarity, and encouragement felt incredibly valuable.

WHAT WAS THE MAIN CHALLENGE FACED BEFORE LEEF?

Before joining the program, my biggest challenge was simply not knowing what I was doing or where to focus. I was very much flying by the seat of my pants in business, making decisions without a clear understanding of expectations, direction, or where improvements were needed. I knew I was working hard, but I lacked confidence in whether I was working strategically or sustainably.

HOW DID THE LEEF PROGRAM HELP ADDRESS THIS CHALLENGE?

There were several standout moments for me. The Financial Utilities workshop with Simona Hughes was incredibly insightful. Learning how to budget both personally and professionally, and understanding different structures for paying myself, gave me clarity and confidence around money that I hadn't had before.

Another powerful experience was the PRINT Portfolio psychology session with the Georgina Beniston. Working through my PRINT profile helped me better understand my triggers, how I respond under pressure, and how to manage those responses professionally. Learning to identify potential triggers before entering an environment and preparing for them has been genuinely life changing. These are strategies I have already implemented and continue to use.

WHAT WERE THE MAIN BENEFITS RECEIVED FROM THE PROGRAM?

One of the most meaningful outcomes of the program has been the friendships and business connections I've formed. Being able to co-work in a space that feels warm, welcoming, and supportive has made a huge difference to my motivation and accountability.

It gets me out of the house, into a community, and focused on the work I need to do, which has been invaluable.

ANY MAJOR ACHIEVEMENTS SINCE COMPLETING LEEF?

Through the encouragement and support of the program, I was motivated to apply for the South West business awards. I was incredibly proud to be named a finalist in three categories and then to go on to win two awards, including the Professional Services Award. That experience was surreal and deeply validating.

Without the program, I would not have applied at all, and I am extremely grateful for the guidance and encouragement throughout that process.

WHAT DOES THE FUTURE HOLD?

Looking ahead, I hope the future includes continued growth, stronger work life boundaries, and further expansion of my business and services. I am keen to remain connected with The SET, as it has become a place where I feel supported, grounded, and inspired.

I also hope to maintain the relationships and connections formed through the program. LEEF has given me confidence, clarity, and belief in my ability to grow sustainably, and that has had a lasting impact on both my business and myself.

