



## Case Study

### Outline...

<b>Description:</b>	Graeme Walters, Bespoke Asset Management – Independent Financial Advisors to high net worth clients
<b>Year Company Established:</b>	2003
<b>Year Of Engagement:</b>	2005
<b>Main Issue:</b>	Fulfilling potential
<b>Result:</b>	Graeme has been able to lose the fears that were holding him back resulting in not only increased enjoyment of his business but a massive increase in business profits of 50% after only 6 months. Also Graeme's personal relationships went from strength to strength.

### Background...

Graeme Walters is one of the main shareholders in Bespoke Asset Management who specialise in advising high net worth clients about how to maximise return on their portfolio of assets. Graeme bought the business in 2003 as part of a management buy out.

In the summer of 2005 Graeme attended an event run by the big insurance provider, Skandia. Graeme had attended to top up his professional development and one of the keynote speakers on the day was Tony Wilson (CEO of Lifestyle Architecture™).

Although things were by no means going the wrong way in Graeme's life, after hearing Tony speak, Graeme had a feeling (or a sense) that there 'was more' and he wasn't getting his fair share.

### What Happened Next...

Graeme agreed to embark on three 1:1 sessions with a Future Performance™ partner in which they covered Phases 1 & 2 of the Future Performance™ programme.

“The headings in the Future Performance™ materials I received via the 1:1 sessions – including The Path To Peak Performance – were enough for me!”



During these sessions the partner worked with Graeme to strip away all of the ‘stuff’ that had been clouding Graeme’s thinking and blocking his path to what he knew he was able to achieve.

One of the things that Graeme immediately worked on with his partner were the roles he had within his life. These ranged from business owner to friend, colleague, father and son.

By looking at his roles within in his life he was able to identify what he was giving to each one and realised that his role as a husband wasn’t receiving the attention it deserved.

This resulted in Graeme receiving a big improvement from his relationship with his partner Karen.

From working through the 1:1’s Graeme also gained another massive boost. **This came from dealing with and then eliminating key limiting fears.**

Some of the fear that Graeme had had, revolved around dealing with certain clients or quoting certain investments to clients that previously had been beyond Graeme’s comfort zone.

During their time together Graeme’s Future Performance™ partner used one of the programme’s key concepts to help him with this. This resulted in Graeme not only losing the fear that had been holding him back in his business but it also allowed him to enjoy his business in a way he’d not previously experienced.

“Getting rid of that sick feeling in the pit of my stomach is something that has really changed my life”

One of the by-products of losing fear and gaining confidence that Graeme received was the ability to become much more in control of his client engagements. An example of this was how Graeme would run out to see clients on a very reactive basis before he started working through the Future Performance™ programme.

“I have to credit Future Performance™ for giving me the CONFIDENCE to go and do what I was always capable of.”



Now Graeme mainly sees clients at his offices and generally educates them on the minimum level of investment they need to make to be able to work with him.

This has resulted in Graeme increasing his business profits by 50% only 6 months after engaging with the Future Performance™ 1:1 programme.

**“It’s like having the ‘unseen hand’ working for you.”**

### *Key Highlights...*

- Graeme is far more confident in what he is doing
- The absence of fear has been a massive thing
- When working with a Future Performance™ partner, enjoyed the meeting of equals
- Fitness regime started (Graeme cycles 15 miles everyday to and from the office)
- In control of the situation, rather than reactive
- Personal relationship with Karen is as good as it’s ever been
- Took responsibility for all outcomes
- A feeling of abundance meant Graeme didn’t have to keep chasing life

### *Comments*

By the time Graeme and the partner had finished their engagement Graeme has been able to lose the fears that were holding him back resulting in not only increased enjoyment of his business but a massive increase in business profits of 50% after only 6 months. Also his personal relationships went from strength to strength.