

Coaching Case Study

ABOUT MICHELLE CALCASOLA

Michelle Calcasola is a Certified Business Coach with Action Coach, the world's number one business coaching firm. She graduated with a Bachelor of Science degree from The Ohio State University. After receiving her degree, Michelle worked for many years in the advertising & marketing industry for several large agencies in Columbus, Ohio.

Michelle later returned to her family business, a small animal Veterinary hospital, to serve at the Practice Manager and Business Director. Over her 18 year tenure, Michelle was able to grow the business significantly in both size and profitability.

She decided to join Take Action Business Coaching (a franchise of Action Coach) with her fellow coaches, Pete McDowell & Peg Buehrle and Dawn Hackett, to help other businesses to achieve their greatest potential and to help reduce the stress and frustration that many business owners and managers feel.

She also enjoys sharing her knowledge through workshops and presentations at industry conferences and through joint efforts with many large companies.

Michelle lives in Dublin, Ohio with her husband, Alex, and her 2 kids, Anthony (10) and Adrianna (8). They are currently working on building their new home in the Dublin area. She has a 1 year old dog named Brooklyn and a 3 year old cat named Zoe. Michelle enjoys spending time with her family and friends and helping out in the community.



MICHELLE CALCASOLA

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Joe Bando

www.BerwickAnimalClinic.com

Joe had bought the practice about 4 years prior to working with Michelle, so it was already an existing business. When he inquired about business coaching just over a year ago, he had a conversation with Michelle. He said she was extremely helpful answering questions and was great about following up with him. Joe's main goal was to create a better staff, but ended up using Michelle for many other business issues as well.

Joe had the mentality of "I can be a great veterinarian and a great boss too" without really knowing what he needed to do to run a business. He soon realized it wasn't that easy and he needed some professional guidance.

"It's natural to say 'Do I really need this?' when things are going well. But having a coach gives the business an amazing resource. Michelle is a 3rd set of eyes, helping to make the business more successful." Joe said he can't even put a value on it anymore. It is definitely worth every penny!

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Joe Bando

www.BerwickAnimalClinic.com

Joe said that while his staff issues greatly improved, so did his business growth. The business is up about 18.5% over the past year, since he's been working with Michelle.

Joe said that there are a lot of little things that he was unaware of as a business owner. He was a great veterinarian, but wasn't taking care of all the parts of owning a business because he was unaware of some of those tasks. Michelle guided him (and continues to guide him) through all the necessary steps. Michelle has completely changed his mindset as he realizes now that he doesn't have to work as hard and he's less stressed.

Joe feels Michelle is like family. She is always available to help with even the smallest minut issues. And because she's worked in the Veterinary industry before, and holds a lot of knowledge in the field, she always has the answers to his questions (like the going rate of certain positions, etc). Michelle is extremely resourceful and Joe is very grateful for that.

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