



THE
COVENANT
GROUP | *Redefining Performance™*



CASE STUDY

Frank Pizzimenti

Frank Pizzimenti is a Toronto based criminal lawyer. When he was first introduced to The Covenant Group, he had just made a transition into the field of financial services.

Frank thought that by changing his career to become a financial advisor, he would be able to make a lot more money. After some time, it became clear that Frank was merely interested in financial services. He realized that what he really needed was to take what he was learning about building a business from The Covenant Group (TCG) and apply that to his legal practice.

Frank's Pain Points

- *Always busy, but making too little money.*
- *Too little time for family and friends.*
- *His business model was not working for him.guidance.*

Outcome From Coaching

- *He clearly understood where his profitability came from.*
- *Had more time to spend with his family and friends.*
- *Developed a business model that aligned with his values.*

Frank wanted to build a business that was not only about making money, but also fulfilled his values.

Challenge

Frank was not unlike many service professionals who also operate as entrepreneurs. He had a number of clients, but very few of them were profitable. What he did not yet understand was that he needed to change how he ran his business not what he did as a profession. Many people are good at working in their business but they are not very good a working on their business.

Frank was working in his business.

Additionally, prior to working with The Covenant Group, Frank was burnt out. His passion was in law. What he need to do was figure out how he was going to be lawyer, make money, and have more free time for his family, friends, and the things he enjoyed.

Solution through working with The Covenant Group

One of the exercises Frank did with The Covenant Group asked him to think about his values. Although Frank wanted to increase his revenue, money was not high on his list of values. His four top values are: health, family, integrity, and honor. Frank wanted to build a business that made money but also fulfilled his values. As a result of this exercise, Frank decided to build a practice that allowed him to have more balance.

For Frank, balance meant not working long hours. He did not want manage other lawyers, juniors or assistants. He wanted to be a sole proprietor. Frank's challenge was figuring out how he could make money given the constraints he had set for himself.

To address this issue, Frank worked with The Covenant Group to analyze where he was making his money. With this insight, Frank was able to focus on his most profitable clients and he learned to decline working with clients who would not be as profitable. One of the most difficult steps for him was turning down opportunities from clients who did not fit his ideal client profile, especially when he needed the money. He had to discipline himself so that he would not take just any file that came his way. He had to change how he spent his time in order to achieve the results he desired.

Frank knew that he did not want to return to the days where he was always busy but making very little money. Working with The Covenant Group helped him focus on identifying the right client and taught him how to identify people who fit his ideal client profile. Articulating the right client, combined with developing the strategies and tactics that would attract them to his practice, was Frank's first step toward redefining his performance.

Frank was able to analyze where his most lucrative clients were coming from.

When he first built his legal practice, Frank took it for granted that clients would just come into his pipeline. With the help of The Covenant Group, he was able to analyze where his most lucrative clients were coming from. He learned he needed to be patient and really understand his five year time horizon if he was going to redefine his performance. To help Frank attract the right client, he worked with The Covenant Group to develop his marketing plan. The marketing plan allowed Frank to really focus on his ideal clients and the target markets they inhabited.

Today, Frank advises other lawyers to spend less time solving other people's problems and to focus on solving their own problems. He advises lawyers to think about their practice as a business.

We are all working with a business model, your task is to find a business that is right for you.

Working with The Covenant Group, Frank was able to produce results much faster, hit higher targets, and achieve a lot more in a shorter period of time. If he were to do it all over again, Frank says he would have worked with a coach from the very beginning. Having someone to help you think about the long-term vision can prevent you from making unnecessary mistakes. Working with The Covenant Group has helped Frank take the guesswork out of his business. Through this work, he has been able to understand the trends and patterns in his business. Today the mystery is gone. He sees and understands very clearly how his business model works and how to effectively execute it.

A valuable lesson Frank learned from The Covenant Group is that every business reaches a ceiling of complexity. Once you hit that ceiling, what you did to get you to that point no longer works to take you to the next level. You need or reorganize or restructure your business to push as big a rock as you are capable of moving. Frank hit his ceiling, and with help, he is now working at his highest potential. We are all working with a business model. Your task is to find a business that is right for you. At The Covenant Group we help clients work at the highest level of their potential.