

# Shropshire Pilates

**Objectivity was just one of the primary reasons the innovative Wendy Joelson and founder of Shropshire Pilates choose Peak Performance as a partner in her business growth journey.**

**From a business that is built on a commitment to meet clients exactly where they are Shropshire Pilates and Live Pilates has done it all from among others 1:1, group classes, retreats, on demand, online, in person and continues to pursue innovative ways to offer services that meet the needs of anyone wishing to practice Pilates. The emphasis has been on creating an offering that allows clients to practice where ever they are and what ever life throws at them making Pilates truly a lifestyle choice.**

## **Goals**

✓ **Objectivity & an outside perspective**

✓ **Continue to grow & evolve the business**



Through her experience Shropshire Pilates owner Wendy Joelson knows everything there is to know about Pilates and running a successful business that has withstood the test of time and continues to grow. However she found herself wanting to pursue additional goals within the business for her own personal development and mastery and to take a controlled and strategic approach to mapping a new course without losing what had already been built. Wendy recognised that setting this new course required a new thinking and potentially some mindset shifts and so she invited an external partner in Peak Performance and Brendan to help bring clarity to her own and Shropshire's next transition. *"I needed a space to talk things through, to challenge my own thinking and develop new ideas"*

***"Letting go is hard but it is part of the process of evolving and I knew I needed to let go of certain elements of the business in order to pursue my own goals and develop new services"***

***—Wendy Joelson  
Owner, Shropshire Pilates***

With a packed schedule, from meeting 1:1 clients, managing an advanced on demand system, co-ordinating group classes across her local community, organising retreats and the administration workload that goes with running any business there was simply little time to consider the longer term plan.

*"I was always in the day to day stuff and needed to step out and consider the bigger picture - what I wanted to pursue? The direction the business should be going?"*

Sometimes in Pilates businesses a complete overhaul is required to move the business forward however this wasn't the case here. Wendy had built her own successful empire which continues to grow however the missing "cherry on top" was finding the space and the right approach so that she could pursue her own future goals within the business. One of these goals was to become a Hypopressives instructor and to build this into her offering.

One year on and Wendy continues to offer many of the services previously offered however with enhanced stabilised growth but has also developed a Hypopressives offering for clients including online and in-person classes, on demand, retreats and 1:1 sessions. She has also found the space to qualify and develop her own understanding of Hypopressives working with those who are at the forefront of it's expansion in the UK. She is living her goal of continuous professional development, of setting herself apart and reaching new heights and most importantly of bringing new innovative services to her clients who are reaping the benefits.

*"With Brendan, we set out a vision and then got to work on it. He held me accountable to myself and focused on the plan and here I am bringing something new to my clients that they love while also having a renewed burst of energy within the business - I'm excited as to what the future will hold and where I can take this - it's refreshing"*

***"I guess the missing part was where and how were my goals fitting into the business. Thankfully the clarity has emerged and the business has evolved so we are both happy! Best thing is that I now have the formulae to do this again. My advice to other Pilates owners, especially those who have been at this for a while, is to reflect from time to time and consider are you truly being fulfilled and if not, to adapt the business accordingly."***

***—Wendy Joelson***



Wendy's case illustrates once again the connection between the business owner and the success of the business. When the aspirations of the business owner are aligned and incorporated into the direction of the business, motivation, energy, innovation all emerge and at the end of the day the real winners are going to be the clients who will benefit from a culture of advancement, new techniques and inspiration.

Wendy has had the courage to build on her success and continues to look for ways to provide value to her clients while pushing herself and her business outside their comfort zones.

Wendy continues to move her business forward and is acting on the plans required to make this vision a reality and sees Peak Performance playing an important role in her future.

*"I never know what challenge will emerge and many of our calls go where I never expected. I walk away with something new to consider from my sessions with Brendan - they are motivational and absolutely make a difference"*

She is an inspiration to all those Pilates business owners who put their clients at the centre of everything they do. In our eyes - Rockstars!





# PEAK PERFORMANCE

EMPOWERING INDIVIDUALS TO REACH THEIRS

## **ABOUT Peak Performance**

Peak Performance specialises in offering coaching, consulting and mentoring services to Pilates business owners wishing to move their business forward. Through our experience we have developed expert knowledge on how to stabilise, grow and expand smaller studios and empower owners to realise their dreams. While it is the business owner who ultimately has responsibility for the actions, we pride our approach as being hands on and we work together with our clients on all strategies and implementation steps, we truly are a partner in the business. If you have a vision for your business and would like to discuss it further with us contact...

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