

• CASE STUDY •

Business coaching that's as unique as you are

Discover how KayLynn Dalebout leveraged RaderCo's team of coaches to *regain control* over her business, *heal* from a personal crisis, and *create her dream life* where she can live and work where she wants.



"There are so many wonderfully talented coaches in RaderCo who helped me at just the right times. The experience has been life-altering. Had I gone to a company that just did business coaching, they would've focused on surface level things that I wouldn't have been able to implement. You can't focus solely on business and be successful unless you deal with the underlying things that are standing in the way of your success."

KayLynn Dalebout

**FOUNDER, CLOCKWORK ACCOUNTING AND
FINANCIAL SERVICES**



When KayLynn Dalebout first discovered RaderCo, she was questioning whether she should continue running her business or go to work for someone else.

Since 2016, she'd endured challenge after challenge in both her professional and personal life, yet had still managed to grow her accounting firm and had hired a small team.

But when a family tragedy hit in the summer of 2021, KayLynn found herself completely overwhelmed.

Already struggling to stay on top of her business as it was, it became infinitely more difficult as she tried to process her grief and help her four children through theirs – and **she couldn't fathom how her business could continue through yet another big challenge.**

She was still questioning the way forward months later when she attended the

American Institute of Certified Public Accountants Conference and met RaderCo founder Marcey Rader.

"I really shouldn't have been at the conference," KayLynn said. "I couldn't focus, and the only reason I went was because I'd been given a state grant to attend.

"The only person I remember speaking with there was Marcey. **When she told me she was a productivity and health coach, I remember looking at my phone and seeing hundreds of unanswered emails.**

"Everything in my business had become so overwhelming and I'd started thinking it would be better if I went to work for someone else."

Marcey told KayLynn that it was possible to regain control over her business, and that RaderCo had a team full of specialty coaches who could help her address her specific needs.

Marcey's caring nature resonated with KayLynn, and RaderCo's multi-faceted coaching approach intrigued her.

Knowing she didn't have time to



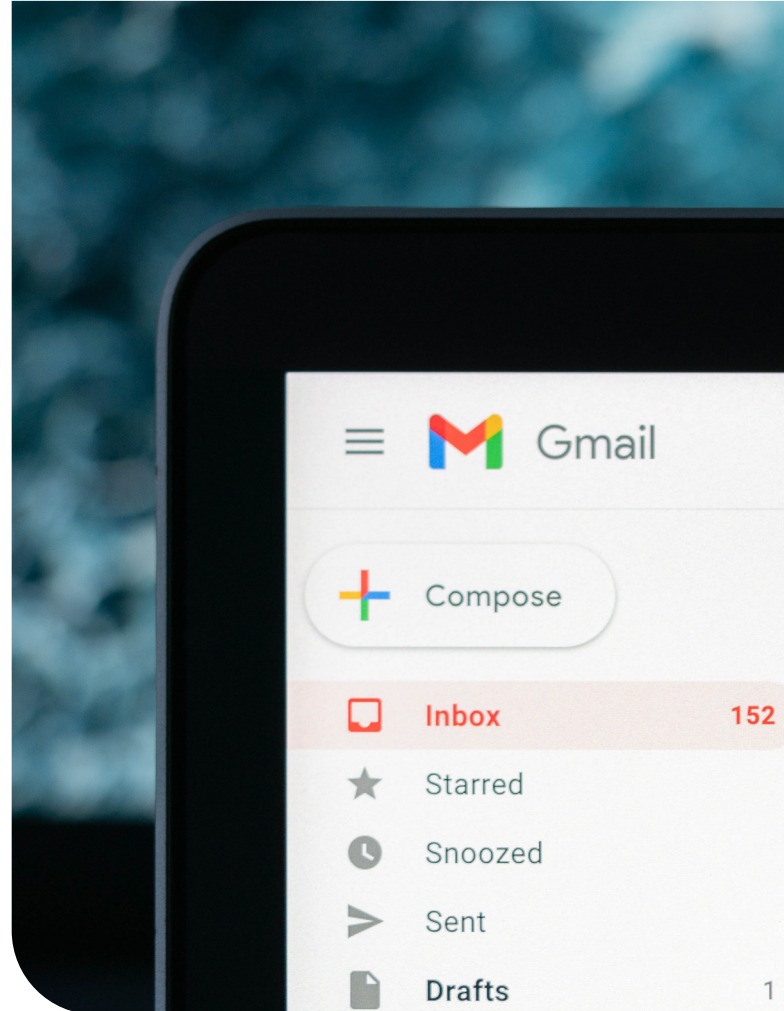
waste, KayLynn hired RaderCo and dove into coaching immediately.

“In our first session, Marcey asked me what was the most overwhelming thing for me in that moment, and I told her it was helping my kids process their grief,” KayLynn said. “She said my first step was to work with their Crisis Specialist. I was surprised, because I had no idea what that had to do with my business, but I agreed.”

So for the first two months of coaching, KayLynn met with RaderCo’s Crisis Specialist to unpack and process her grief and trauma so she could better handle her own emotions and support her kids.

KayLynn said it was amazing to work with a coach who understood exactly what she was going through because she’d been there herself.

“She really understood where I was at, and she knew how to encourage me and keep me focused on the things that were working,” KayLynn said. “She was my biggest cheerleader at a time when I didn’t really have one. I truly believe I never would’ve survived without her help.”



In addition to her sessions with the Crisis Specialist **KayLynn also met with Marcey to tackle her second biggest source of overwhelm: her email inbox.**

“Every time I checked my inbox I didn’t know where to start,” KayLynn said. “There were so many emails that I hadn’t answered and so many emails coming in.”

Marcey and KayLynn had one session that focused exclusively on inbox management, and together they went through all of KayLynn’s emails, dealing with each one until there were only ten left.

Marcey also helped KayLynn implement a progressive goal-setting strategy that started with small daily goals.

Each night, KayLynn would go into the Nudge habit-tracking app and identify three things she would get done the next day, and then check in once those tasks were completed. She also needed to report if she'd been managing her emails – accountability that KayLynn says was crucial for her progress.

“Just having that accountability to say if I'd gotten through my emails and setting my goals for the next day was so helpful,” KayLynn said. “It gave me the direction I needed and set a baseline for success.”

It wasn't long before KayLynn started seeing progress. **She was soon making – and achieving – weekly goals, and feeling a bit more stable emotionally.**

With this good traction established, Marcey and KayLynn began working on time and calendar management to continue increasing KayLynn's productivity, as well as incorporating better diet and exercise habits to help restore KayLynn's health.

One area that required extra attention was the quality and quantity of KayLynn's

sleep. So, Marcey brought in RaderCo's **Functional Emotional Skills Specialist to help KayLynn understand how her mental patterns were affecting her ability to stay focused and positive, and, ultimately, sleep well.**

“I hadn't slept well in so long,” KayLynn said. “As soon as I started to learn about the mind and how much it matters what I say to myself, things started to change and I began to sleep better.”

“I learned how to ask myself the right questions to keep me on track and focused on my goals. It was very helpful.”

KayLynn also worked with RaderCo's Voice & Communications Specialist to increase her presence and confidence when speaking with clients or colleagues.



"I struggled at times with speaking to other people, and I hated meetings," KayLynn said. "The Communications Specialist helped me become more authentic and natural in conversations and in meetings with people over video. **We worked on my tone and delivery, how to be more impromptu, and just remembering to smile more."**

By this point, KayLynn was successfully making and achieving monthly business and life goals, and had seen a huge rise in her confidence.

Yet the biggest sign of progress were the bold decisions she began making as a business owner.

"My twins were graduating from high school, and my plan had always been to sell the house and move to Belize,"

KayLynn said. "I didn't think it was ever going to work, but the RaderCo coaches instilled in me that I could do anything I wanted to do.

"I'd gotten to a point with my business where I felt more confident and organized, and that I could make it a success.

There were two accounting practices up for sale near me, and I realized that if I bought them, it would give me the amount of revenue

to be able to do what I wanted. So, I sold the house and bought the practices."

Again, RaderCo had a coach who perfectly aligned with KayLynn's needs, and for several months she worked with their **Business Operations Specialist to identify and create the necessary systems and processes** her larger company would need, as well as get support with the merger itself.

"It was a life saver," KayLynn said. "Without that help, I probably would've been floundering again, but instead I was well supported."

The support KayLynn received from her RaderCo coaches has translated into massive success, especially in her business.

In the first year after incorporating the additional accounting firms, KayLynn's

revenue tripled. She also grew a team to support the growth, and now manages her firm virtually from Belize, while traveling extensively.





In fact, in her first nine months after relocating, KayLynn traveled to 20 countries!

Looking back on her journey with RaderCo, **KayLynn said she's amazed how far she's come.**

"When I started coaching – and for several months after I started – I couldn't see how I'd be able to make my business work," KayLynn said. "I'd even been looking for jobs. But in a corner of my mind I kept thinking, 'What if Marcey's right? What if I CAN have my dream life?'"

"Marcey stayed right by my side, providing the right coaches at the right time. She could've done standard business coaching with me, but she didn't. She was 100% invested in providing what I really needed, and had the team to support it. I honestly owe her my life.

"And now, when people ask me, 'How do you do it all?' I tell them, '**One day I realized I could.**' The RaderCo coaches helped me realize that, and I couldn't have done it without them. It was a long, hard journey, but I'm in such a better place and the work has totally been worth it." *

To learn how RaderCo's team of coaches can help you clear the path to greater success, visit helloraderco.com.

