



Case Study: the Gyronix System™ sets Marathon Pace for New York Coach

The **Gyronix System™** has enabled executive business coach Mark Hollander to dramatically accelerate business growth and operational efficiencies, allowing him to spend more time on what he does best – coach executives and build business.

Established in 2002 to provide executive business coaching to the arts and entertainment industry leaders, Hollander's business has grown at a phenomenal pace. With up to 10 coaching sessions per day, managing new information during each session was a major challenge. Hollander experimented with various tools – none of which provided the total solution that he was looking for.

Some three months ago, Hollander discovered the Gyronix System, which seamlessly integrates **Mindjet MindManager®** business mapping software with **Gyronix ResultsManager™** software. This provides a powerful tool to capture actions and feedback. These actions are then turned into clear and

focused individual and team task lists (dashboard maps). Given Hollander's highly practical approach to business, the Gyronix System provided the perfect business solution.



"My clients include designers, producers, writers and editors. As a group they tend to be non-linear thinkers and so

conventional project management tools just don't work," commented Hollander. Hollander's methodology is focused on what he calls the "what next" of a situation – "What are you going to do next to get you closer to your goal? How you are going to move forward?" He needed a solution that would be able to capture this detail whilst at the same time satisfying the creative and visual demands of his clients. The Gyronix System has proved to be the ideal fit.

"I run every coaching session, from start to finish, using the Gyronix System. Prior to a coaching session I review the last session maps. This only takes a couple of minutes to remind myself of the key points. During each 45-minute session I capture all the relevant actions real-time for both my client and myself. After the session I run the action list (dashboards), and then email my client the coach session map, my actions and their actions. Therefore my whole coaching process is completed from initial review, to capturing

the session, and action lists, in the allocated session time of one hour," enthused Hollander. "This is a wonderful breakthrough in the way I work. It means that I can focus 100% of my attention on my client, safe in the knowledge that all the details of the sessions are accurately captured and transformed into action items," continued Hollander.

Clients have also taken a keen interest in the system and find it very easy to relate

to this approach, literally seeing the big picture of each session, and the clear and focused action list for themselves and the coach. They only receive what is required, without the clutter of superfluous information.

"My business is based upon providing best practice client service and delivering it in ways which totally suit my clients business and working practices – the Gyronix System matches both sets of criteria - as

does the client service provided by the Gyronix team", says Hollander. "Creative minds think differently. They need two things from me: the freedom to think in new ways, and the rigour of accountability for next actions. The Gyronix System has allowed me to serve this extraordinary client base in a way that minimizes administrivia and maximizes results. We all win, and you'll see it next season on your television, bookstores and local cinema. I just plain love it."

For more information contact Nik Tipler, Gyronix, +44 (0) 1732 744499 or info@gyronix.com.

Editor Notes

Founded in 2003, Gyronix provides corporate clients and business professionals with a practical solution to the challenge of defining, tracking and delivering results, either individually or in teams. As a premier Mindjet Solution Partner, Gyronix have unrivalled expertise in the application of Mindjet MindManager® software to real-world business issues. Our experience includes tailored training courses, seminars, consultancy, extended integration features and content development. Gyronix consultants are also used by Mindjet to provide specialised support, training and integration services for Mindjet's clients, and have participated in the development of the last four generations of MindManager software.

Mark Hollander is president of The Hollander Group, an executive coaching consultancy in New York City that focuses on the challenge of balancing creativity with the bottom line. For more information, contact info@markhollander.com.