



CASE STUDY

EMMA CANTER

Mind Values leadership



“When I first joined Mastermind9, I saw a direct £40,000 boost from actions I took from my group.

Now, a year and a half later, that growth has continued, and my revenue has jumped by nearly 82%.”

STRATEGY, STRUCTURE, SCALE



EMMA CANTER



Emma Canter has been running a strong, steady business for over 10 years. She's a one-woman show (soon to be two!) and joined Mastermind9 in 2023. This year's looking pretty strong for revenue growth.

MASTERMIND9
SUPERPOWERS

Multitasking expert

Balances business and study

Excels in both with ease

10

YEARS IN BUSINESS

EMMA CANTER CASE STUDY

EMMA'S STORY

Emma didn't set out to start a business - it was as a pivot. After 17 years in the corporate world, redundancy forced her to rethink everything. Instead of jumping back into corporate, she decided to build something of her own.

And so Mind Values Leadership was born. She never looked back.

'We've been going for eight years now. I've got a group of associates I offer work to based on clients' needs. Most of them work in the coaching space, supporting leaders in businesses."

Her business helps leaders do what they do best-lead.

She works with senior managers and executives to sharpen their skills, creates bespoke leadership programs to tackle specific challenges, and helps leadership teams navigate the unspoken roadblocks that come with working together.

From redundancy to running a successful leadership consultancy, Emma's business reflects her expertise and supports leaders to unlock their full potential.



***“Why
wouldn't you
recruit your
own board of
directors to
help you be
successful?”***

“That’s the power of Mastermind9. A single question can change everything.”

CASE STUDY

JOINING MASTERMIND9

Seven years into the business, Emma decided to join Mastermind9.

But looking back, she realises she’d been circling around it the whole time.



At the time, she was doing a masters and wanted to add new tools and a toolkit to her business.

Her masters was very involving, leaving zero room for her to work on her business. She wanted a process and structure to invest the little time she had building her business.

“Coincidentally, he wrote a LinkedIn post that spoke to me. He was looking for HR people who run their own businesses, and I sent him a note. I literally said, I think you're talking to me, so we had a conversation.”

Three weeks later, Emma was in Mastermind9.

“It just became really obvious to me that it was the sort of solution I was looking for, even though I didn't know I was looking for it.”

And it all started with a single LinkedIn post.

CHALLENGES BEFORE JOINING

Before joining Mastermind9, Emma faced a challenge that many business owners can relate to - she was so immersed in the work she loved that she wasn't making time to grow her business.

She nearly forgot her 'why.'

"I naturally get seduced into just focusing on what I'm doing, meeting clients and all of that, rather than reminding myself that there's a reason I do this. ***I needed to work on the business to achieve my own goals.*** I'm really good at helping everyone else achieve theirs, but I needed to find a route to achieving mine."

One of those goals was to bring in new clients and expand her services.

"Whilst I was being financially successful, I wasn't achieving goals like winning new clients or expanding what I was offering with existing ones. I just wasn't managing it," she admits. ***"My business before Mastermind9 wasn't completely by fluke, but a lot of it was coming more by luck rather than me working on it."***

HOW MASTERMIND9 CHANGED THE GAME

Before joining Mastermind9, Emma often found herself facing tricky business challenges alone.

"I would have thought about it, probably gone, 'Oh, that's a bit too hard,' and put it in the too-hard bucket. I might have come back to it, but I probably wouldn't."



Emma has changed her approach to challenges by sharing them with her Mastermind9 group instead of facing them alone.

This collaboration often provides her with clear solutions and actionable plans. Sometimes, discussing the challenge even leads her to decide against taking action, which she finds valuable.

With Mastermind9, she has created a supportive system that helps her progress, eliminating her previous tendency to ignore difficult issues.

THE TURNING POINT

“What businesses are you looking to work for?”

Emma was asked this question at a Mastermind9 session, and she couldn't clearly articulate her answer. She was non-committal.

That question triggered her in the best way possible!

“I realised I was just throwing spaghetti at a wall and some of it might stick, but some of it probably isn't going to, and it's going to slide down. I realised, in that moment, that I needed to be more specific and I need to be more targeted.”

In the last 18 months, Emma has been in the spotlight about eight times. Yet, every single time, she's fascinated.

“It never ceases to amaze me that people who have no relationship with what you do can ask you a really simple question which they probably don't even realise is a really powerful question to make you kind of change your perspective or just kind of shift slightly.”

THE MASTERMIND⁹ EFFECT

Emma has made loads of little changes thanks to Mastermind⁹, so many that she probably doesn't even notice half of them.

But one big shift stands out: for the first time, she actually knows where she wants her business to be in 10 years.

"I've got a three-year goal, a one-year goal, and an actual plan for this year. I've had vague plans before, but they were way more fluid. Now, I've set my North Star, and I know exactly how I'm working towards it."



THE PROOF IN THE PUDDING

The funny thing? This all started with a completely different conversation.

"A few months ago, I asked the group what I should create as a client lead magnet. But through their questioning, I realised I couldn't answer some really fundamental things about my business."

That little moment sent her down a path of properly mapping out where she was headed.

"Now, instead of just throwing out a lead magnet for the sake of it, it actually fits into my bigger plan. Everything makes sense now."

Mastermind⁹ didn't just help with marketing—it helped her figure out the bigger picture.

A few months into it, Emma was already seeing huge improvements in the way she run her business.

And her financial success was there to prove it.

“When I first joined Mastermind9, I saw a direct £40,000 boost from actions I took from my group. Now, a year and a half later, that growth has continued, and my revenue has jumped by nearly 82% from last year to this year.”

Granted, there was a dip at some point because she was juggling her master's degree (which, by the way, finishing is a whole different beast from just doing it - especially with a 14,000-word dissertation to write).

But that revenue jump isn't just because she wrapped up her studies.

“It's down to investing in the business, taking the time to work on it, not just in it. And honestly, if I hadn't had that monthly Mastermind9 session keeping me accountable, forcing me to step back and plan, I don't think I would've seen the same results.”

SURPRISES ALONG THE WAY

It wasn't just what she gained from the group, it was what she was able to give.

Emma's mastermind group includes a mix of experts: A tech leader, a videographer, an engineer, and an accountant.

“At first, I thought, What could I possibly offer these people?” she admits. “Their industries are nothing like mine.”

Yet, time and again, her insights proved valuable. ***“Even when I couldn't directly relate to their challenges, I had a perspective, a bit of experience, or just a different way of thinking,”*** she says, ***“And the real eye-opener? Hearing people reference my advice weeks later.”***

BEYOND THE BUSINESS

Mastermind9, for Emma, is not just about the business.

“I’ve met some incredible people. I don’t know whether I would call them colleagues anymore. Some of them are definitely turning into friends, which I think is fabulous.”

Outside of Mind Values Leadership, Emma has a household to run. Plus, her son competes at an international level.

One of the biggest shifts has been the ability to step away from her business without guilt or stress.

“Mastermind9 has given me the confidence to know what’s going on in my business, so I can carve out time for everything else,” she says. ***“I’ve been able to travel with my son for his competitions without working, something I never would have done before. I’d have taken my laptop, constantly checking in. But now, I’ve set boundaries that let me be fully present.”***

And as her son prepares for university, Emma is already thinking ahead. “Soon, he’ll need me less, and I’ll have more time. The question is, how do I invest that time back into the business in a way that actually moves it forward?”

MASTERMIND9 IN A NUTSHELL

If Emma had to sum up Mastermind9 in just one line, she’d put it like this:

“Why wouldn’t you recruit your own board of directors to help you be successful?”



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For inquiries, reach us at: hello@mastermind9.com

MASTER
MIND9



What's next for you

and your business, and how has
Mastermind9 helped shape that vision?

For Emma, the year ahead is all about laying the groundwork for expansion - starting with hiring her first employee.

"It's scary, yet exciting," she admits. "The Mastermind9 team has been fantastic - reading my job advert, giving feedback, and, most importantly, keeping me accountable. I can't not do this now because I know they'll ask me about it!"

Mastermind9 has also helped her shape a long-term strategy, breaking down a 10-year vision into actionable steps. **"Pete's been a brilliant cheerleader, and the group keeps me on track."**

With fresh hires, structured processes, and at least two new clients in sight, Emma is looking forward to the next chapter.

*"The plan is
in place, but
I also know
that when
unexpected
challenges
come up, I
have
Mastermind9
to lean on."*

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