

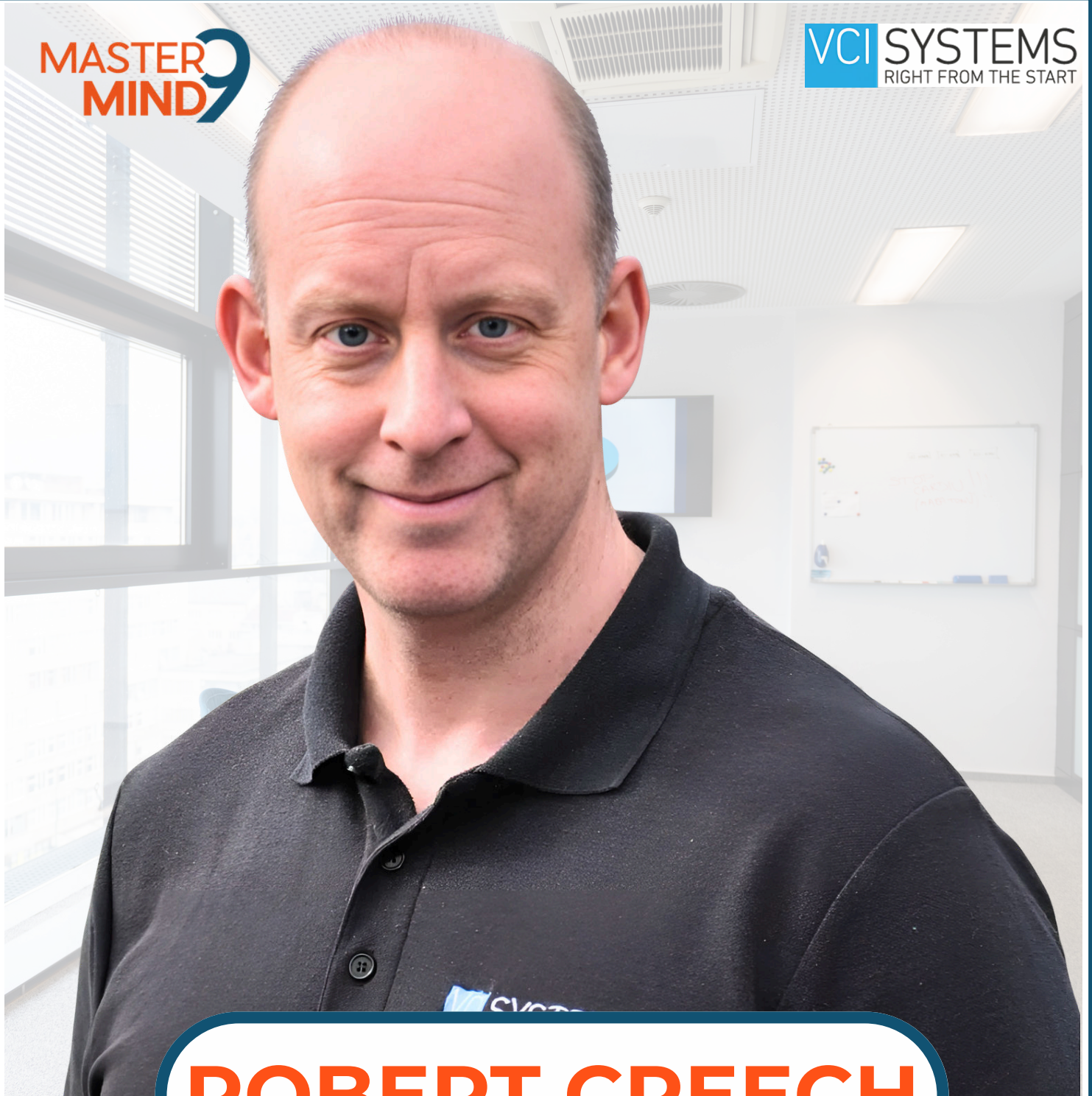


CASE STUDY

ROBERT CREECH



"Since 2020, our **contract sales** have grown by over **20% every year**, and overall, they've increased by **127%**, all thanks to Pete's coaching and Mastermind9."



ROBERT CREECH

MASTERMIND9 SUPERPOWERS

After years of running a busy IT business, Robert started coaching with Pete and joined Mastermind9 to shift gears.



SYSTEMS THAT SCALE

He's gone from constantly reacting to leading with intent, stepping back, trusting his team, and focusing on long-term growth.



DELEGATION MASTER

Now, he's building systems that scale and a business that doesn't rely on him 24/7.



STRATEGY

27

YEARS IN BUSINESS


ROBERT CREECH CASE STUDY

ROBERT'S STORY

Nearly three decades ago, on 1st December 1997, Robert and his team started VCI Systems, an IT support company. They had a small office, a handful of clients, and a big vision.

"I know it's hard to believe how young I look," Robert jokes, "but we've just hit 27 years in business." Some of those early clients are still with them today, and even the ones who've 'only' been around for eight or nine years still feel like part of the family.

For Robert, it's never only been about IT, it's about people. "A throwaway line I sometimes use is, 'I look after people. I just happen to do it in IT,'" he says. That belief has shaped how he works, how he leads his team, and how he keeps clients around for the long haul.



"Pete reminded me there's no point working hard for a future you never enjoy."

Transparent IT Support You can Trust

No complicated contracts - No confusion
Just our commitment to saving you time, money and stress

VCI SYSTEMS
RIGHT FROM THE START

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“A throwaway line I sometimes use is, ‘I look after people. I just happen to do it in IT.’”

CASE STUDY

WHAT HAS KEPT YOU GOING ALL THESE YEARS?

For Robert, it's the people. His clients, his team, and the relationships built over nearly three decades. "We're still here, still growing, and still looking after the people who rely on us. That's what keeps me going."



His team is a big part of that. "Tony, my right-hand person, has been with me for 24 years," Robert shares. "Another colleague retired after more than a decade with us. **Staff retention is just as important as client retention. When people stay, it's because they believe in what we do.**"

Robert also takes pride in the longevity of his client relationships. Some of his earliest clients are still with VCI Systems today.

"Some days, I think we should be bigger by now," Robert admits. "But then I look at how many businesses have come and gone, and I remind myself, we're still here, still growing, and still looking after the people who rely on us."

HOW DID YOU MEET PETE AND WHAT MADE YOU TAKE UP THE OFFER FOR COACHING AND MASTERMIND9?

Robert first met Pete, our founder, in 2018.

"We had a chat and got on well, but I was already working with another coach at the time," he recalls. "I told Pete I appreciated his approach, but I was happy where I was."

That might have been the end of it, but Pete had a knack for keeping in touch. He invited Robert to networking events, stayed connected, and kept showing up in ways that made an impression.

"We just kept crossing paths, and I think we both respected how the other operated," Robert says.

As the years went by, Robert started to feel like he needed a fresh perspective. "I knew I needed something different to keep progressing. And Pete's approach, his way of challenging and supporting in equal measure, just made sense."

By early 2020, Robert decided to make the switch. "Pete and I had always got on well, and I knew his coaching style would push me in the right direction. So, I took the leap, and here we are, still working together one-to-one, and I haven't looked back. A few years later, he joined Mastermind9 as well.

CHALLENGES BEFORE WORKING WITH PETE

Before working with Pete and joining Mastermind9, Robert was too immersed in the day-to-day of VCI Systems.

"I was always firefighting," he admits. "Client issues, constant reacting and never enough time to step back and actually work on the business."

His previous coaching sessions were monthly, but work often got in the way.



"Something urgent would come up, and I'd have to cancel. Then a month became two, and before I knew it, progress was slow.

With Pete, it's weekly. There's no room to let things drift. That structure has made a massive difference."

A big shift was moving from consultant to business owner.

"I was too involved in frontline work. I wasn't focusing on growth, strategy, or even supplier relationships. Pete helped me step back and focus on the bigger picture."

That also meant learning to delegate. **"I'd often think, 'I can do this quicker myself,' but that wasn't sustainable. My mastermind group pushed me to trust my team and spend my time where it really mattered."**



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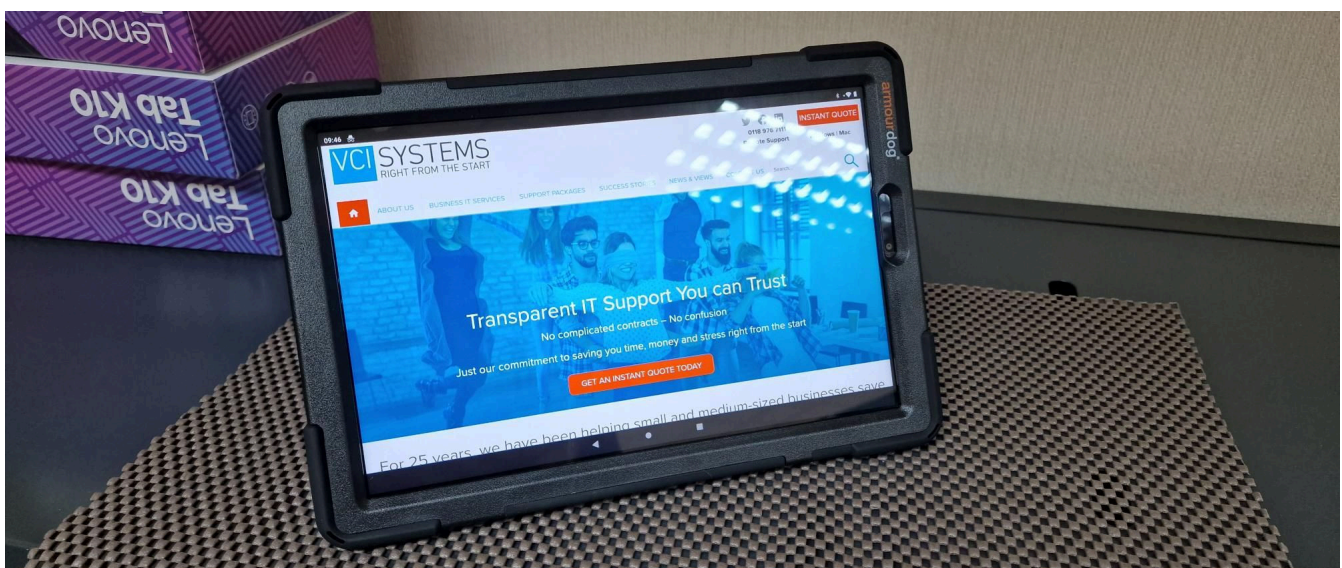
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THE MASTERMIND9 EFFECT

Working with **Mastermind9** has helped **Robert** step back and focus on growth. "I used to think supplier meetings were a waste of time, now I see them as essential for staying ahead." Delegation has also improved.

"I've learned to let go of tasks that don't need me. My group helped me ask myself, 'Does this need my attention, or can my team handle it?'"

Robert has also changed how he manages client expectations. "We used to overcommit just to be helpful. Now, we train clients to plan ahead, so urgent issues get the attention they deserve." The biggest change? "I no longer get lost in the day-to-day. Now, I focus on growing the business as well as running it."



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THE PROOF IN THE PUDDING

One of the biggest wins for Robert has been a better work-life balance. "Last year, my wife and I got away for several weekends, and we had three family holidays. Pete reminded me that there's no point working for a future you never enjoy."

Financially, the impact has been huge. **"Since 2020, our contract sales have grown by over 20% every year, and overall, they've increased by 127%. That's deliberate growth."**

The shift in focus has been key. "Before, we relied heavily on reactive sales. Now, we've built our recurring revenue, working towards the goal of covering overheads with contracts alone. We're not quite there yet, but we're making serious progress."

Accountability has been the game changer. "Having weekly goals means I actually follow through. Even if I don't hit 100%, I get more done than I would have otherwise. That's what's driven real growth."



"Since 2020, our contract sales have grown by over 20% every year."

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THE TURNING POINT

Robert's biggest breakthrough was changing his approach to business growth.

"For years, I relied on referrals and waited for opportunities to come to me. My mastermind group pushed me to set clear goals, break them into actions, and track progress. That's how we've doubled contract sales in four years."

Another major shift was delegation. "I always thought, 'I can do this quicker myself,' but that meant I was stuck doing everything.

Pete helped me see that handing things over wasn't only about saving time, it was also about empowering my team to step up."

He also reworked client relationships. **"We used to overcommit, responding instantly to everything. Now, we set clearer expectations, train clients to plan ahead, and focus on real priorities. It's been a game changer for how we work."**

Finally, Robert shifted his mindset around time off.

"I used to stress about what could go wrong while I was away, so I just wouldn't go. Pete helped me see that my team could handle it. Now, I plan ahead, take proper breaks, and switch off. Work isn't everything."



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WHAT SURPRISED YOU THE MOST ABOUT THE EXPERIENCE OF PETE'S COACHING AND MASTERMIND9?

It's not one big thing; it's all the small things adding up. **"My group hasn't just come in and said, 'Change this one thing, and everything will be fine.' Instead, they've helped me make lots of small 1% improvements across the board."**

Robert compares it to sports. "You don't just tell a sprinter to lengthen their stride and expect them to win races. You tell them to refine everything: Posture, breathing, and mindset. My group takes that same approach. They look at every part of the business and help me improve bit by bit."

That philosophy has made a real impact.

"THE CUMULATIVE EFFECT OF THOSE SMALL CHANGES IS HUGE. 127% GROWTH DOESN'T HAPPEN BECAUSE OF ONE BIG MOVE. IT'S THE RESULT OF CONSISTENTLY MAKING SMALL, SMART DECISIONS. THAT'S WHAT PETE AND MY GROUP HAVE HELPED ME DO."

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What's next for you

and how has Mastermind9 helped shape that vision?

Robert's next big step is expanding his team. "I used to think I had to grow the business first before hiring, but Pete helped me flip that thinking. If I want to grow, I need the right people in place to make it happen."

Hiring isn't only about filling a role, it's about getting the right people in the right seats. "My mastermind group has helped me focus on that. We're looking for someone who fits, not only someone who can do the job."

Alongside hiring, Robert is rolling out a new range of tools for clients.

"In the past, I might have hesitated, but my group has given me the confidence and push to move forward. There's no point sitting on ideas if they can help clients now."

*At
Mastermind9,
we help
purpose-
driven
business
owners grow
faster, and
build
something
that matters.*

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MASTERMIND9 IN A NUTSHELL



When asked to describe Mastermind9 and coaching in one sentence, Robert says, **“It’s helped me find balance, back myself, and enjoy the life I used to postpone.”**

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