



CASE STUDY

PETER BROMILEY



AMS Accountancy Ltd.



*“Joining **Mastermind9** and Pete’s coaching has been the biggest shift in my career. We just had our best two quarters ever (then beat it by another £10k), and we’re on track for 13% growth this year. **I just wish I’d done it 20 years ago.**”*



PETER BROMILEY

MASTERMIND9 SUPERPOWERS

After years of working really hard yet still feeling stuck, Peter joined Mastermind9 to find a better way.

Since then, he's gone from drowning in tasks to leading a high-performing team, creating space to think, plan, and grow.

Now, he runs a thriving accountancy firm with 700+ loyal clients, and a business that no longer depends on him doing it all.



CLIENT RETENTION



TEAM LEADERSHIP



STRATEGIC MATURITY

27

YEARS IN BUSINESS

PETER'S STORY

Some businesses grow fast. Others grow strong. Peter Bromiley's accountancy practice has done both.

Originally founded in the 1980s by Ian Bell, the firm has been a rock for small businesses, landlords, and freelance contractors across Swindon and Wiltshire. Peter joined in 2000, and over time, the old guard retired, leaving him at the helm.



Peter not only kept the wheels turning, he also built something bigger.

Today, the firm has a team of 13 strong (soon to be 15), serving around 700 clients. Their reputation speaks for itself, with clients sticking around, and some moving away but still recommending them from the other side of the world.

But despite the success, Peter keeps it real. "There are always bigger firms," he says. "But we're the perfect size, big enough to handle anything, small enough to care."

From a small practice to a serious business, it's been a journey. And it's far from over.

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JOINING MASTERMIND9



Peter Bromiley was working hard but feeling stuck. “No matter how much I did, I never had more time or fewer problems. I was losing my mojo.”

Then he met Pete Mols at a Chamber event. Mastermind9 sounded interesting, for business, and as a space to talk openly.

“It’s lonely being the boss. You can’t always be honest with your team. At Mastermind9, you don’t have to hold back.”

As he got involved, it became clear he needed more. He’d been running a business without ever learning how to run one. That’s when he started coaching with Pete.

“I was learning things and thinking about things that I’d never really learned before. And part of it was thinking, God, why didn’t I do this 10 years ago, 20 years ago?”

CHALLENGES BEFORE JOINING

Peter was drowning in work.

“I thought if I could just work harder, I’d finally get ahead. But no matter how much I did, the to-do list never got shorter. There was no time to think, plan, or set real goals. It was just drudgery.”

He wasn’t delegating, he was stuck with clients he couldn’t shake off, and he was running the business as an accountant, not as a business owner. But the real issue? He was alone.

“When my business partners retired, I thought I’d be fine. But I missed them more than I ever expected. Suddenly, it was all on me, and I had no one to talk things through with.”

It wasn’t depression, but it was close. Then came Mastermind9, and a wake-up call.

“Meeting Pete made me realise how much I was doing wrong. I finally started thinking about what I actually wanted. For the first time, I looked at the future instead of just surviving the present.”

HOW **MASTERMIND9** CHANGED THE GAME

Before Mastermind9, Peter was always reacting, dealing with issues as they cropped up, never making time to plan.

“We used to deal with problems as they became urgent. Now, we have a leadership team, meet regularly, and set clear quarterly goals. When challenges come up, we tackle them with a plan, not panic.”

He’s also stepped back from the daily grind to focus on the bigger picture.

“I’ve realised I have to shape where we’re going.”

His team feels it too. They’re more invested, more proactive, and more of a team than ever.

And the best part? “I’m actually enjoying it. Others my age are thinking about retirement, I don’t want to stop.”

THE PROOF IN THE PUDDING

Peter’s business has been on a serious winning streak, and the numbers prove it.

“We had our best-ever quarter (then beat it by another £10k), and we’re on track for 13% growth this year.”

Beyond the numbers, it’s how they’re actually hitting them...

“Before, we’d set an annual target, start slow, then scramble at the end. With 90-day goals, we push from day one.”

Mastermind9 has also changed how they hire and build the team.

“We used to hire on skills. Now, we focus on fit, do they match our values? Will they make the team stronger? It’s made a huge difference in morale and service.”

The business is growing faster, running smoother, and finally has a plan

THE MASTERMIND9 EFFECT

Letting go of an employee is never easy, but sometimes, it's necessary.

"I had a long-term team member who was highly skilled but wasn't the right fit for our culture. I avoided making a decision for too long, worried about the impact."

A Mastermind9 session made things clear.

"The questions asked were tough, but I realised I had to act."

When he finally did? The whole team felt the difference.

"The office atmosphere improved, workloads adjusted smoothly, and we became more aligned as a team."

Peter explains that being in the spotlight during Mastermind9 is a vulnerable yet powerful experience.

"You start explaining things and suddenly realise, why haven't I done this before? It's tough but supportive, and by the end, you walk away with a real bond and a whole new perspective."



"I didn't expect to be pushed so much. Pete got me to step out of my comfort zone, whether it was speaking up more, trying new things, or even looking at my business differently. I gained skills and became more confident in how I run things."

SURPRISES ALONG THE WAY

Peter expected purely business talk, from both coaching and Mastermind9. What he didn't expect was how much he'd enjoy it.

"Mastermind9 was nerve-racking at first. I don't like talking about myself. But there were no egos, no pressure, just genuine support."

He's now made friends, and not the kind you see every day. His group is full of people he genuinely likes to be around, and that's been a really great surprise.

Coaching, on the other hand, surprised him by how much it changed his confidence.

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BEYOND THE BUSINESS

Coaching has changed Peter's business, and it's changed him.

"I do The Miracle Morning now, which means I'm fitter, more focused, and slightly smug about my morning routine."

It's also pushed him out of his comfort zone.

"Pete got me into Toastmasters, which has made him less terrified of public speaking."

Then there's Mastermind9, which made him realise he has the potential for immense growth.

"Hearing other business owners share their struggles made me think bigger, set real goals, and actually stick to them."

And now? He's that guy who won't shut up about Traction.



"I used to just talk numbers. Now, I see the bigger picture. I hear Pete say something, and the next thing I know, I'm repeating it to someone else. It's basically business advice osmosis."



What's next for you

and how has Mastermind9 helped shape that vision?

More clients, more money? Great. But for Peter, that's not the real goal.

"I don't want to file tax returns and keep people compliant only. I want us to be the firm that clients love working with."

Peter wants to focus on better relationships with his clients.

"We're bringing in client support managers to have real conversations not just once a year when the accounts are due. We're great at reacting; now we need to be more proactive, helping clients before they even know they need it."

For Peter, success isn't about the numbers, it's about impact.

"I love it when a client tells us we're doing a great job. That's what gets me up in the morning."

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

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MASTERMIND9 IN A NUTSHELL



Joining Mastermind9 and Pete's coaching has been the biggest shift in my career. It's given me confidence, skills, real connections, and a whole new way of running my business; honestly. I just wish I'd done it 20 years ago.

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