

# Case Study: Amara Coaching & Training



## CLIENT INTRO

Tamson is the founder of Amara Coaching and Training. She is a team and leadership coach, trainer and inspirational speaker.

Tamson has a decade of experience in psychological coaching; helping leaders and teams increase self-awareness, improve engagement, and maintain resilience to support wellbeing.

Based in Bristol, Tamson started her business in 2017 and has worked with renowned brands Twitter, Hotwire, Spotify and TikTok.

Due to the Covid-19 pandemic, many of Tamson's clients paused working with her. After realising that she could pivot her business online, Tamson continued to provide an important service to her clients. Tamson runs webinars to support businesses to build resilience, deal with uncertainty and maintain a sense of collaboration and 'togetherness' whilst working virtually.

## THE OUTCOME

"Kristy really helped my business to grow and I see her as a strategic business partner. She's very positive and supported me to think more objectively. In the dark months having someone to talk things through during an isolating time has made such a difference."

Tamson has worked with Janette for a month.

"She is really reliable, consistent, efficient, professional and friendly."

Tamson continues to have monthly catch-ups with Kristy to provide reassurance and support.

"Having Kristy as a sounding board is amazing, particularly with areas that I don't feel as confident in."

## THE BRIEF

Tamson wanted to rebrand and develop a marketing strategy for her business but it wasn't an area that she felt confident in. She wasn't initially looking for support but was contacted by Kristy Roff, Regional Director of Berkshire and North Hampshire for Get Ahead VA, in February 2020.

"I needed reassurance around marketing, it's a massive growth area for me. In my mind I needed help but I didn't feel ready to commit."

## WORKING TOGETHER

Tamson worked with Kristy for eight months before Get Ahead VA matched her with a Virtual Assistant, Janette.

In addition to providing ongoing marketing support, Kristy gathered feedback from the Get Ahead network and set up a KPI tracker to help Tamson with managing capacity and financial targets.

Janette has provided assistance with diary management, sending mailouts, promoting webinars and managing her database.

## WHY GET AHEAD?

"Working with Get Ahead has made a significance difference to my outlook and how to think about business. I have built a great rapport with Kristy; it's fun and we have a good relationship which is really valued.

"It's one of the best things to come out of 2020."

Find out more about Tamson: <https://www.amaralife.com/>  
Take a look at other case studies/find out more about working with us: [berkshants.getaheadva.com](http://berkshants.getaheadva.com)

Get  
Ahead  
your virtual agency