

# 71% Increase In Business And A 1000% Increase In Life!

Client: TJ Anderson, Atlantic Spray Foam



## Atlantic Spray Foam Case Study

[atlanticsprayfoam.org](http://atlanticsprayfoam.org)

TJ has been in the Spray Foam business serving the Lowcountry of South Carolina and Georgia since 2004 delivering credibility and predictability in an industry that is filled unpredictability and confusion..

Growing up in the home of parents who owned a small town chain of grocery stores, TJ knew what hard work looked like and was able to replicate that work and translate it into the Atlantic Spray Foam brand. The only way TJ new to run the business was to, well, run the business himself! He even prided himself on the “Call TJ” mantra, unknowingly turning himself into the bottleneck that would limit the holistic growth of the company.

TJ had built a business that was running him rather than TJ running the business. He was earning revenue and still did not feel like he was building a business that would serve his family and the causes that he had a passion for.

TJ and Rachel began to hear of other business owners who were implementing the Four Steps To Business Freedom. They had clear vision story’s articulated and were beginning to operate their business with a clear set of mission, values, systems, and processes.

TJ and Rachel made a decision to work ON their business by learning and implementing the Four Steps.

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TJ began to articulate his vision story and declared to his team and to his customers that Atlantic Spray Foam is a business that will ***build a rewarding, close knit, family owned business creating order through a believable reputation.***

The entire Atlantic Spray Foam organization was restructured around this powerful mission and they built a meeting structure within the business that would continually reinforce the ASF mission while creating a culture of implementation and accountability around the goals and objectives that would be required for ASF to achieve the vision.

The daily team huddle remains a key feature of the transformation following the model **Four Steps Meetings Philosophy and Agenda** and the **Four Steps Coaching Framework**. The daily huddle ensures each team member knows exactly what and how they are to implement that day as they push the vision forward.

Most owners and employees run away from meetings, for the ASF team, the daily huddle is the hub of the business!

As a result of *TJ's continual implementation* ASF is on projected to see a 71% increase in growth in two years for a business that was already generating over \$2M in revenue *while* increasing performance compensation *and* net profit margins!

Backed by an intentional and purposed team, TJ now *owns* Atlantic Spray Foam instead of Atlantic Spray Foam *owning* him.

*Oh yeah, and another thing...*

The Anderson family always had a desire for Rachel to be a stay-at-home Mom, but working IN the business never provided the freedom they needed to make this powerful jump. With focus, intentionality, and a lot of purpose, Rachel is now a stay-at-home Mom doing what she loves and constantly making time for what matters most.

If you need to be liberated from the chaos of working IN your business and want to have the clarity of working ON your business, Business On Purpose is here to be your coach!

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WANT TO BECOME A FOUR STEPS  
CERTIFIED PROFESSIONAL?

LEARN HOW TO IMPLEMENT THE  
FOUR STEPS TO BUSINESS FREEDOM!