

## CASE STUDY A: 50% ROI IMPROVEMENT – COMMERCIAL PROPERTY SALE

### The Challenge

A small business owner in Victoria faced the complex challenge of preparing both their business and commercial property for sale simultaneously. The existing business operations were disjointed, team engagement was low, and the property required significant preparation to achieve market value. Without a structured approach to this dual transformation, the owner risked leaving substantial value on the table—potentially losing 30–40% of sale price due to poor presentation, unaligned operations, and lack of strategic positioning.

### Julia's Change Leadership Approach

#### Phase 1: Business Performance Review & Team Alignment

Conducted comprehensive review of business operations, identifying value drivers and improvement opportunities  
Facilitated stakeholder workshops with existing team to understand capacity, concerns, and motivations  
Developed clear communication strategy explaining the transformation vision and individual roles in success  
Built psychological safety by addressing fears about business sale openly and honestly

#### Phase 2: Strategic Preparation & Capability Building

Created detailed preparation roadmap covering: business operations optimization, property presentation requirements, team engagement activities, and sales process timeline  
Coached team members on their critical role in demonstrating business value to potential buyers  
Implemented new ways of working that showcased operational efficiency and streamlined processes  
Coordinated property improvements while maintaining business continuity  
Developed compelling business and property value propositions aligned to market expectations

#### Phase 3: Execution & Sale Process Leadership

Led integrated approach managing both business operations presentation and property sales campaign  
Managed stakeholder engagement throughout buyer due diligence processes  
Coached team through transitions and uncertainty while maintaining service quality  
Navigated complex negotiations balancing business sale with property sale considerations

### Measurable Outcomes

- 50% ROI improvement over initial valuation estimates due to enhanced business presentation and property optimization
- 100% team engagement throughout transformation—zero attrition during critical sale period
- Accelerated sale timeline by 30% through proactive preparation and stakeholder alignment
- Seamless transition with new owners inheriting engaged team and optimized operations
- Property value maximized through strategic improvements and professional staging

### What Made the Difference

Julia's change leadership went beyond project management. She recognized this wasn't just a business transaction—it was a human transformation requiring trust-building, clear communication, and psychological safety.

By engaging the team as partners in the transformation rather than bystanders in a sale, she unlocked discretionary effort and commitment that directly translated to buyer confidence and increased valuation.

Her ability to integrate business optimization with property preparation while coaching stakeholders through emotional complexity demonstrated the strategic value of disciplined change leadership in delivering exceptional commercial outcomes.