



featured in



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Bill Baren, founder of Bill Baren Coaching, has been featured in the cover story for the July 2008 West Edition of Fender Bender magazine. The story is about the owner of Three-C Body Shops Inc., Bob Juniper. It examines how he and his team survived a rapid rise, a big fall and a return to smarter success. Bill Baren is quoted in response to observing Juniper's successes, struggles and overcoming obstacles of his business. The following is just an excerpt of the magazine article. The rest of the article can be accessed at fenderbender.com.

THE THREE-C COMEBACK

Cover story: Rise, Fall, Rise Again: Bob Juniper's Three-C Comeback

Go Your Own Way

For some companies, the focus shouldn't be on downsizing as much as re-examining the priorities of the owner. And for some owners, that might mean making a drastic decision, says Bill Baren, founder of Bill Baren Coaching in San Francisco.

"Some people come to me talking about downsizing, when in fact they're talking about departing the industry," Baren says. "If the current state the company is bleeding money, how will they get to the point where they're in the positive? For some people that might mean selling, it might mean closing a division, it might mean laying people off."

If that means letting it go, then let it go.

Baren says the focus shouldn't be on downsizing so much as getting the business back to where owner wants it to be. "If that means letting it go, then let it go," Baren says.

Whether you decide to stay in or get out, Baren says he encourages his clients to do a thorough internal inventory of their priorities and goals.

"The inner game of working on a business owner is the most important piece," Baren says. "Emotions are a huge piece. I work equally with them on the emotional piece as well as the business piece."

Baren says when someone comes in feeling like a failure and they're trying to force things to happen that just aren't working, he works on helping them neutralize their emotions so they can start making good decisions.

I try to get them back to their grounded and centered self, so they can make decisions from an intuitive and not an emotional place," he says. "From that place, the mind works a lot better."

Juniper says that he's started to reach a point like that. The most important lesson he's learned through the rise and fall and rise again of Three-C is that while he has been the company's biggest asset, he has also been its biggest liability.

"You need to stop blaming the insurance companies for not making any money," Juniper says without a hint of irony in his voice, "Watch your costs, control your costs and stop whining."

For the full story, please visit: fenderbender.com.