**From Goals to Growth: A Personal Journey of Transformation**

In 2022, Gilbert Grant from Audacior Ltd enrolled in the **Effective Personal Leadership (EPL) course**, facilitated by Misrak Menouta - a decision that reshaped both his business and personal life. Looking back, one word sums up his experience: transformation.

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Three years ago, I completed the Effective Personal Leadership course, an experience that sparked a significant transformation in both my personal and professional life. One of the most powerful takeaways was simply learning to set clear, written goals and objectives. It sounds basic, but this small habit freed up two to three hours each day. By mid-morning, I had already completed the most important tasks. Procrastination became a thing of the past. Over time, things kept improving. I became more organised and focused, and I started working more systematically.

Three years later, the change is undeniable.

With more time and better focus, my business has grown - literally tripled. I streamlined my efforts into a few key areas, which has helped me deliver more value while doing what I do best. Despite being busier, I now meet with more clients, many through word-of-mouth referrals and often travel to meet them personally which has been encouraging. And because I'm able to give them the time and attention they need, the results have followed - around 70 to 80% of those meetings turn into confirmed business.

What has been most rewarding is the reputation that has followed. I often get unexpected calls from people, asking for support because they have heard about me and want me to help them with this or that. I personally have no doubt it was the Effective Personal Leadership course that triggered this change and gave me the tools and confidence to attack certain areas of my life and business.