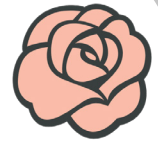




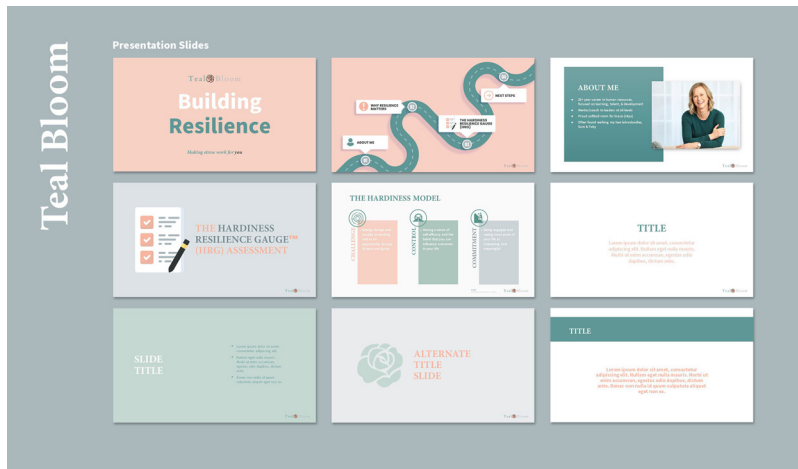
## Case Study

# Teal Bloom



### Teal Bloom and Powerhouse: Planting the Seeds for Successful Growth

Julie Thiel founded Teal Bloom because she saw a real need for an experienced outsider's insight to assist primarily mid-to-high-level female leaders in identifying and building resilient careers that exceed their professional goals. With over 20 years' experience working in corporate America, Ms. Thiel has developed leadership training and created talent pipelines that implement positive, inclusive, and collaborative practices. As a certified assessment administrator of the Hardiness Readiness Gauge™, which evaluates resilience, and the EQ-i 2.0®, which assesses emotional intelligence, Ms. Thiel works with professionals to develop and implement strategies to grow their careers and/or businesses beyond what they think possible.



**Business Name:** Teal Bloom

**Website:** [tealbloom.com](http://tealbloom.com)

[facebook.com/tealbloomllc](https://facebook.com/tealbloomllc)

[instagram.com/teal.bloom](https://instagram.com/teal.bloom)

**Industry or Business Type:** Career-Building Services, Business Consultancy

#### Powerhouse Services:

- Project Management
- Website Design and Development
- Content Writing
- Quality Assurance
- Graphic Design

#### Benefits:

Teal Bloom's founder needed to build a website that accurately presented her service offerings and successfully highlighted her expertise and abilities as a career consultant who specializes in assessing and creating customized plans to take any corporate professional or business past their stated goals. By entering a project-based contract with Powerhouse Planning, the client was able to leverage the skills of the Powerhouse Team Solution, allowing her to focus on starting her consultancy business and growing her client base. Over the course of the contract, additional needs were identified. Powerhouse was easily able to create and provide all necessary collateral on a scale and timeline that fit Teal Bloom's point of need, while empowering the client to manage her digital tools in the future.

### Challenge

Starting a small business comes with many challenges, and for Teal Bloom it required website creation and design needs that were outside of the founder's purview. Having a working website was crucial to the start of the client's business, and she was eager to begin. Additionally, during the project contract, additional needs were identified, including the creation of brand standards, social media ads and templates, and PowerPoint slide templates to allow the client to begin advertising and promoting her small business in a consistent, branded way.

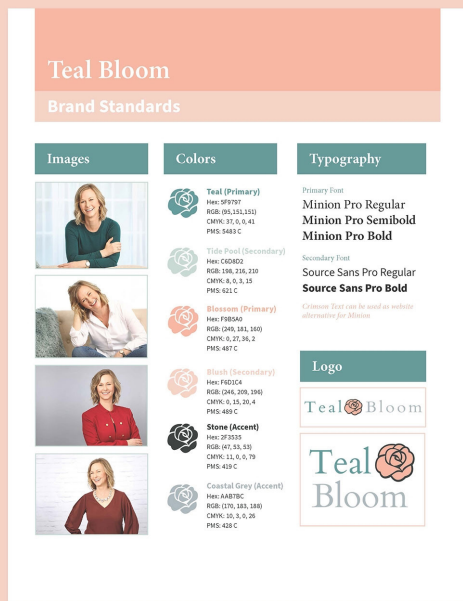
### Solution

In January 2022, Powerhouse Planning met with the client to learn more about her unique voice and what she envisioned for her new business, her website, and beyond. Based on that conversation, Powerhouse Planning created textual content, graphic designs, and website designs. In further conversations, Powerhouse



# Powerhouse

# Teal Bloom



Planning learned the client also needed brand standards developed based on already chosen fonts and color schemes so that she could present consistent marketing and online identity to her potential clients. Additionally, Powerhouse Planning designed 20 PowerPoint template slides that adhere to the brand standards created. To ensure the client had the knowledge and expertise at hand to manage her new website moving forward, Powerhouse created a website manager user guide as well.

## Results

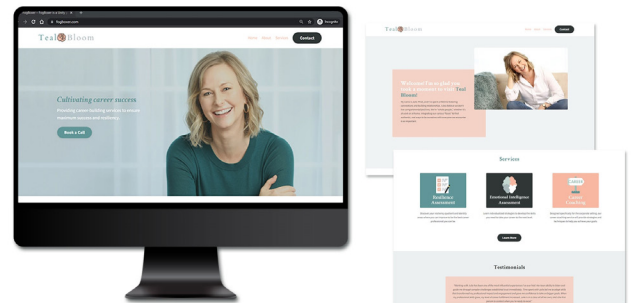
The Powerhouse/Teal Bloom partnership highlights how important a remote team solution can be for new entrepreneurs. The Powerhouse Team Solution provided the client with seamless, integrated expert knowledge, saving her time and money. By contracting out for services that were not in her areas of expertise, and at a fraction of the cost she would incur hiring individual experts, the client was able to focus on growing her business while Powerhouse Planning took her vision and turned it into an online presence that truly reflects who Ms. Thiel is as a professional and how her business can help career professionals realize their potential. With a carefully cultivated partnership, Teal Bloom now has the

online presence necessary to grow and reach beyond its own goals as a small business.

Over the life of the two-month, project-based contract, Powerhouse delivered

- Website build with four pages (home, about, services, contact)
- Website manager user guide
- Brand standards guide
- 20 PowerPoint slide templates consistent with brand standards
- 11 social media ads and templates and 4 banners

By listening to the client and taking the necessary time to get to know her and her business, Powerhouse Planning not only delivered her stated needs in a timely and successful way, but also identified additional needs, developing content that allowed the client to present a clear, consistent brand from day one. When a partnership is built on active listening, trust is built quickly, and the results are always successful.



*"Powerhouse Planning was the partner I needed to develop my website and create branded communication templates to launch my business! The team took the time to get to know me and my goals, then translated that into copy and visuals that brought my ideas to life. Their enthusiasm for my business was encouraging and helped me overcome some of my insecurities about putting my ideas in front of clients. They were always clear with communications and timelines. I strongly recommend Powerhouse Planning as a partner to your entrepreneurial business."*

**- Julie Thiel, Founder, Teal Bloom**

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation, while providing careers for military spouses and veterans worldwide.

Visit [powerhouseplanning.com](https://powerhouseplanning.com) to learn more.



# Powerhouse