

A portrait of Doug Hohener, a man with short reddish-brown hair, wearing a dark suit jacket over a blue and white checkered shirt. He is smiling slightly and looking towards the camera against a solid blue background.

From One-Man Show to **FULL-SERVICE AGENCY**

WHEN DOUG HOHENER JOINED THE ALTERNATIVE BOARD IN 2009, his company, CreativeWorks Marketing, was four years old and still operating as a consulting business out of his home.

He was at a turning point, however, and TAB helped him move beyond a one-man show.

“I WANTED TO TAKE ON MORE WORK,

but I couldn't do that without hiring. I needed someone to advise me with my hiring and operations,” he recalls. “TAB gave me an opportunity to sit down with other entrepreneurs and hear how they have handled the same issues. It's like having an executive team.”

Today, CreativeWorks is a full-service marketing agency with five full-time employees that operates from an office tower in Markham, Ontario. It has received 17 international awards, including both Gold and Platinum level re-branding awards from Hermes and MarCom.



“As we've grown, I bring different problems to my Board and my Coach,” he shares. “It's not about what my needs were yesterday, it's about my needs today. I know no matter how big my company grows, they'll be there to help.”

WHY EVERY BUSINESS CAN USE A BOARD

Hohener has recommended TAB to other business owners. “I tell them no matter what type of business you have, we all have common problems and experiences, and TAB gives you an opportunity to learn and grow your business.”

“Without TAB, I wouldn't be where I am today. There's no question,” he asserts. “It's lonely at the top. It's different to communicate and talk to my staff, even my senior staff, than to another business owner or a coach who is completely outside of my business and impartial. It really helps my business and as long as I own a business, it's always going to be a need.”

WORKING WITH A TEAM BEHIND HIM

“With TAB's support in building my team, I now have a strong staff that has given me the staffing foundation I needed to spend more time building my business and approaching larger companies with more complex issues,” Doug says. “It sounds really simple, but regardless of the business growing, awards and speaking opportunities, it is still helpful having my fellow TAB Members and my Coach reminding me that I have it going on.”

In the beginning, Doug's TAB Board helped him navigate the hiring process. Today, it helps with other human resources issues, such as contracts for employees and perks to attract and retain millennial workers. Being a Member of TAB has also helped Doug clarify his company's goals and direction. TAB's Business Builder's Blueprint process has enabled him to clarify what is unique about his company, and his Coach frequently offers business planning advice.

