

Success Story

Create the Life You Deserve with GCLS

Jo-Ann Rowland is an accredited counsellor and a qualified counselling supervisor and life coach. She set up Goldoption Counselling and Lifecoaching Services (GCLS) in January this year as a complementary service to her other business, the Homeless Resource Centre, which has been providing valuable help to homeless people in Enfield for the past 8 years.

Having already taken advantage of the business support available at Enterprise Enfield to set up her first enterprise, Jo-Ann didn't hesitate to seek further support to establish GCLS, she says:-



“Enterprise Enfield believed in my homeless project and helped me to make the vision a reality and the project has now been running successfully for almost eight years. On this basis, I strongly believe that they can make the vision for GCLS another reality. The agency has provided competent and empowering business advisers to assist me at all stages of my business journey to date and, as a result, I am encouraged to pursue my dream.”

Jo-Ann initially met with her Business Adviser, Geoff Folkes, to work on reviewing and developing her business plan, but she also needed to explore ways of finding new customers and felt that she would benefit from the encouragement and support of a dedicated Adviser to help her keep focused, as she says - “action planning was essential and checking in fortnightly was a great motivator in keeping me on track.” Geoff reviewed the GCLS website - commenting on areas for improvement and explored ways to promote the business, utilizing his contacts and other networking opportunities. In addition, Jo-Ann attended seminars in Accounts, Bookkeeping and QuickBooks Computer Training which enabled her to integrate sound financial systems and controls into her business.

The Future

Thanks to the support received at the agency, Jo-Ann has been able to make some important contacts and is steadily building up her network of clients. She now has a new logo and website and is looking forward to developing a successful life coaching and counselling business helping people to fulfill their life potential:-

“I hope that in two years time, with the help of the website, GCLS will be international and have at least one more staff member and/ or a partnership agency which will help increase my customer base. Most importantly, I hope to have number of testimonials from clients stating that GCLS has helped them create the life they deserve.”

GCLS provides life coaching by telephone, face-to-face or online; supervision and skills training for counsellors; one-to-one and group sessions and seminars/ workshops on a variety of educational topics (on request). For further information contact Jo-Ann on: or visit the website:

Telephone: 07957 988 715

Web: www.goldoptioncounsellingandcoaching.com

The subsidised advice support received by GCLS was provided under by Enterprise Enfield under the Business London Start-Up and Micro Business Support Programme (Pathways to Enterprise) which is subsidised by ESF and LDA funding.