



**Jonathan Willcocks**  
*President and Chief Visionary*

**GET CONNECTED** Pinnacle Pursuits Inc.  
Vancouver, B.C. // 604.876.7535 [www.pinnaclepursuits.com](http://www.pinnaclepursuits.com)

As a corporate learning and teambuilding company, Pinnacle Pursuits works with corporations, conference associations, event planners, destination marketers and incentive companies. Its diverse client list includes PepsiCo, Pfizer, McDonalds, KPMG and BC Hydro.

Not only has the recession forced Pinnacle Pursuits to take a step back to look anew at its business model, it has also necessitated cutting its staff from 12 full-time employees to just four. After some thoughtful deliberation, the company chose to simplify rather than try to be everything for everyone.

"We lost \$600,000 in business in six months and were stressed out and anxious," says Willcocks. "Because the companies we worked with had gone back to basics, we decided to also."

He says they reevaluated how they provided training to their clients so managers could better re-engage employees. The retreats they coached became more intensive but with fewer managers. And they put more time and energy behind their marketing efforts, producing video testimonials and expanding partnerships.

"One example of a new partnership is our joint marketing with the Nita Lake Lodge in Whistler, which we're very excited about," says Willcocks.

All this has enabled Pinnacle Pursuits to hire part-time employees back on as full-time contract workers.

After 13 ½ years in business, Willcocks says they are now offering less, but the quality of what they are offering is better.

### **{Professional Tip}**

For companies who are deliberating change, Willcocks says you should know what your core services are, stick to them and always deliver what you promise.