

AIRMANUAL CASE STUDY

TENNICK ACCOUNTANTS

**HOW GRAEME TENNICK EMPOWERED HIS TEAM,
BUILT TRUST AND FREED UP LEADERSHIP TIME**

EXECUTIVE SUMMARY

At Tennick Accountants, Graeme Tennick and his team care deeply about helping business owners feel secure, supported, and in control of their finances. But behind the scenes, Graeme was carrying too much himself.

Graeme recognized that his team was talented and capable. But admitted that, as an accountant, he is wired for accuracy, structure, and getting things right the first time.

Marketing, content creation, and even some admin tasks felt abstract and unpredictable. He worried that if he didn't stay closely involved, mistakes would happen, things would slip, and ultimately it would land back on his shoulders.

So he held on.

He was writing newsletters, double-checking content, overseeing marketing plans, keeping tabs on finance tasks, and still stepping in on admin when things weren't clearly mapped out. He wanted to delegate, but without clear processes or the habit of letting go, it felt safer — and faster — to just do it himself.

Eventually, he knew something had to change. He wanted more space — not just for himself, but for the team to learn, take ownership, and grow into the roles they were capable of. That moment of change came when his marketing lead called him out during a meeting: *"You're taking on too much."*

That honesty made him stop and reflect. He wasn't the only one feeling the weight. His team was ready — they just needed the space and trust to step up.

That's when AirManual came in. Not just to help document processes, but to help him — and his team — build simple, clear checklists that they could own and improve.



Through hands-on workshops and ongoing support, Graeme learned how to stop doing, and start coaching. He set up regular sales and marketing meetings so the team could plan, improve, and stay accountable without him having to chase.

He handed over the newsletter and social media tasks. He saw his admin lead become more proactive, and his finance tasks — once his biggest concern — started running smoothly without his constant oversight.

The best part?

His team embraced it.

The impact has been remarkable so far.

As Graeme shared, *"It's good fun now — it feeds into everything, and I feel like we're all moving towards something bigger. What's really exciting is knowing we can keep building on this. The team is stepping up, and I'm getting to do more of the work I love."*

Sales and marketing are no longer stuck with Graeme — the team runs structured meetings and takes real ownership.

The stress of doing a weekly newsletter is gone, saving time and mental energy.

Finance tasks now run smoothly without constant checking.

Admin processes are being refined and consistently followed.

And while there's still more to hand over, he's no longer carrying it all — he's building a team, a rhythm, and a business that can thrive without everything sitting on his shoulders.

"We have structure now, and it's sharing the workload. The team can contribute in two ways: making us better with ideas and taking things off my plate. And now they're doing both!"

**Graeme Tennick,
Founder of Tennick Accountants**

"It's taken weight off my shoulders. I'm getting time back in the business and outside of it."

**Graeme Tennick,
Founder of Tennick Accountants**

THE CHALLENGE

Letting go felt risky — and it showed up everywhere.

At Tennick Accountants, Graeme and his team care deeply about helping business owners feel secure, supported, and in control of their finances. But for a long time, Graeme was carrying too much himself.

Graeme recognized that his team were talented and capable. But admitted that as an accountant, he is wired for accuracy, structure, and getting things right the first time. Tasks like marketing, content creation, and event planning felt abstract and unpredictable. He worried that if he didn't stay closely involved, things would slip, mistakes would happen, and ultimately, it would land back on his shoulders.

Essentially, Graeme found himself caught between wanting to delegate and not quite being able to let go. So he continued writing newsletters, and implementing their wider marketing and social media strategy.

And the team felt this too. Graeme continued double-checking team members' drafts, admin tasks were handled in an ad hoc way, often needing his reminders, and finance tasks required constant checking.

Even though he had documented processes, he didn't fully trust that others would follow them.

As a result:

- He hesitated to give full ownership of content and campaigns.
- He second-guessed and double-checked his team's work.
- Admin tasks stalled, waiting for his involvement.
- Finance processes felt slow and reliant on his oversight.
- Tasks often paused, waiting for his sign-off.
- He felt stuck firefighting instead of leading.

THE TURNING POINT

A moment of honesty from the team sparked change.

Graeme knew he couldn't keep going the way he was. The weight of doing everything himself — from writing newsletters to overseeing event logistics — was exhausting. It was holding his business and team back.

But the turning point didn't come from Graeme alone — it came from his team. In one sales and marketing meeting, Georgia (his marketing lead) called him out: *"You've taken on too much."*

That moment was eye-opening. He wasn't the only one feeling the weight. His team wanted to help more — they just needed space and structure to do it.

Graeme realized that holding on wasn't protecting quality — it was holding everyone back. With AirManual's support, he had the tools and templates. But more importantly, he had guidance on how to hand things over.

"Georgia called us out and said, you're doing too much. She was right. So I gave them more to lead on — and they stepped up."

**Graeme Tennick,
Founder of Tennick Accountants**

He learned to:

- Build simple, clear checklists that his team could easily follow and improve.
- Coach his team towards ownership instead of jumping in to fix things.
- Create regular, structured conversations that allowed accountability and continuous improvement.

He started making small changes: trusting his team with tasks, setting up regular meetings to keep everyone aligned, and focusing on coaching rather than controlling.

THE SOLUTION

With structure and support, the team stepped up and took ownership, thriving without constant oversight.

With AirManual's support, Graeme set up structured, fortnightly sales and marketing meetings that became the heartbeat of this change.

His marketing lead began running them, calling out issues, and planning actions, and the team finally had a place to plan, reflect, and drive actions forward — without relying on Graeme to push.

He handed over the newsletter process, and saw his team take ownership, improve it, and even hold him accountable when he tried to hold on.



Admin tasks became more structured and proactive, with team members refining and improving processes themselves. They even took charge of logistics and follow-ups for events.

In finance, Graeme handed over responsibilities he once felt unable to let go of.

Each successful handover built his trust and freed up more of his time.

"It's taken weight off my shoulders. I'm getting time back in the business and outside of it."

**Graeme Tennick,
Founder of Tennick Accountants**

Most importantly, he shifted from 'doing' to 'coaching' — guiding decisions, asking the right questions, and empowering the team to run with their own responsibilities.

He saw what happened when the team owned the work: things moved faster, with less stress and more confidence.

THE IMPACT

With a confident, proactive team in place, more time was freed up for leadership, strategy, and meaningful work.

The results of Graeme's shift in approach have already started to show, both inside the business and beyond. By letting go and trusting his team, he's created more capacity, more collaboration, and stronger outcomes — without everything resting on his shoulders

It's been wonderful to see that:

- Graeme is no longer a bottleneck for sales and marketing.
- The newsletter is fully off Graeme's plate, saving hours each week.
- Finance tasks now run smoothly, with minimal need for Graeme's involvement.
- Admin processes are being refined and followed consistently.
- The team has become more confident, proactive, and engaged.
- Graeme is spending more time on strategy, growth, and the work he truly enjoys.

And while there's still more to hand over, he's no longer carrying it all — he's building a team, a rhythm, and a business that can thrive without everything sitting on his shoulders.

"What's really exciting is knowing we can keep building on this. The team is stepping up, and I'm getting to do more of the work I love. And I can already feel the impact in the business and at home — there's less on my plate, more momentum, and it's only going to get better."

**Graeme Tennick,
Founder of Tennick Accountants**

KEY LESSONS LEARNED

Every leader can free up time and empower their team with the right structure and mindset.

Building trust and freeing up leadership time doesn't happen overnight.

It takes deliberate effort, structure, and willingness to coach. But the payoff is huge.

- Start small — handing over one task at a time builds confidence.
- Regular team meetings help keep everyone aligned and accountable.
- Clear, simple checklists remove guesswork and build trust.
- Coaching instead of micromanaging creates growth and autonomy.
- Letting go takes practice — but every small step makes a big difference.

**Would you like to learn how
AirManual can help you?**

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