

2017 ATD KC Excellence in Practice

Coaching and Mentoring

Center for Deliberate Growth™ Exceeding Revenue Goals

Challenge	Action	Result
<p>Revenue growth in an established and busy service-based business became stagnant.</p> <p>There was little focus on the future and overwhelming stress to keep up with current projects. The primary question from this client was – “How can we grow when we’re already so busy?”</p> <p>In this twelve month program, the first objective was determining what to focus on first that would create the fastest result.</p> <p>The second was how to keep the business running while expanding the perspectives of each person and implementing the necessary changes.</p>	<p>The structure of this twelve month program was designed to create and then expand a new ‘growth mindset’ for leaders and employees.</p> <p>Through the combination of group coaching sessions and individual learning, the company leaders and employees consistently absorbed new information to transform their thinking about what makes growth possible. In addition, each person continuously learned how and why their actions can impact the revenue flow through the business.</p> <p>The twelve month program included:</p> <ul style="list-style-type: none"> • Group leadership sessions twice per month. • Six individual coaching sessions with these leaders that focused on their specific growth opportunities and impact on the business. • Three facilitated all-employee sessions. 	<p>In the sixth month of the program, the company exceeded their revenue goal by 28%. The twelve month outcome was an increase in the average monthly revenue by 54%.</p> <p>The breakthroughs in new thinking woke up intentional decision making, and changed assumptions about how the business should function. Key shifts in their perspectives included the deeper business impact of where and how to spend their time, plus a new understanding of how of each person’s role affects the other’s productivity. One pivotal action step was initiating, prioritizing and implementing internal lunch and learn sessions to improve cross training between employees.</p> <p>A significant operational improvement resulted from their new knowledge about the critical nature of their appointment calendar. The business manager stated “We think differently about the calendar now. Scheduling has changed because now we understand how scheduling appointments, and the schedule in general, affects getting and serving a client as well as each other.”</p> <p>Many more comments were made throughout the program such as “People are speaking up and sharing ideas” and “We’ve never had a goal before and we’re so much more focused” and “There’s an underlying energy buzz now.”</p>