

CASE STUDY



THE COACHING AUTHORITY

FOCUS

Professional Development & Executive Coaching

AT A GLANCE

Hayes Design Co. listen to client needs and meet them with innovative design and creativity. They have 150+ years of custom fabrication experience, and they also provide professional installation and maintenance of their products.

THE CHALLENGE

Hayes Design Co. was ready to grow after acquiring a new company. To move forward efficiently, executive coaching was necessary to formulate a plan and provide direction and strategy to meet goals and show successful progress.

THE SCOPE

The coach met with the executive team for annual and quarterly strategic thinking and execution planning sessions. They completed values analysis and the Growth RoadMap with the team to give a set direction and goals for 1-year, 2-year, and 5-year markers.

SOLUTION MILESTONES

The team completed the 7 Attributes Organizational Assessment to identify areas of opportunity. They also conducted monthly Strategic Thinking and Execution Planning sessions with Executive Team to establish Growth RoadMap, Core Ideology, Core Customer, Key Differentiators, and Annual/Quarterly Priorities. One other key component was monthly Executive Coaching with Sr. Leadership team to align tactical activities with strategic objectives.

"Pat asks the tough questions and challenges me to do everything with excellence. He engaged with me personally, and I could tell he really cares about what he does."

Edward Hayes
—President/CEO, Hayes Design Co.



Hayes Design Co.

EXECUTIVE OBJECTIVES

- Formulate a foundation and provide tools to use in ongoing review process.
- Overcome dysfunction and solidify employee commitment.
- Create strategy to determine a definitive direction using values analysis.

RESULTS/OUTCOMES

- Cohesive efficiency among staff, resulting in reduced labor cost.
- Smoother operations and definitive company culture based on shared values, resulting in greater labor efficiency and increased profit.
- Ability to see progress toward short- and long-term goals that align with vision.



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AT A GLANCE

Gibson Painting is five generations strong, and their work speaks volumes. They have the Gibson Difference, having earned the reputation as a preferred commercial painting contractor based on the quality of their work, their reliability, and their proven ability to stay on time and on budget.

GIBSON PAINTING
FIVE GENERATIONS STRONG

THE CHALLENGE

Gibson Painting was ready to grow, but they needed help knowing how to scale up and strategize for the growth ahead. They were ready to use the business opportunities that were already in their backyard.

INDUSTRY

Indiana's Preferred Commercial & Residential Painting Contractor

THE SCOPE

Coaching involved strategic thinking and execution planning, as well as Growth Roadmap, Vision, Values, Purpose, Competitive Analysis. Through executive coaching, sharpened focus from primarily residential to commercial painting, as well as expansion into untapped markets. With leadership development of CEO, developed culture inside the company to hone employee mindset and opportunities, especially within management team.

SOLUTION MILESTONES

- Monthly/Quarterly Strategic Thinking Execution Planning session with Sr. Leadership Team to build the company's Growth RoadMap, including vision, values, and core customers definition.
- Monthly 1:1 Executive Coaching Sessions with Sr. Leadership Team to address individual action plans, and align department goals with over-arching corporate objectives.

"Pat was local, and a great encourager. Because of his coaching we've seen over 1M in growth this year."
Chadd Gibson
—President, Gibson Painting

- Annual 7 Attributes Organizational Assessment to identify areas of strength and opportunities for growth.

RESULTS/OUTCOMES

- Planned for and executed rapid scaling for \$1.3 Million in company growth
- Increased labor efficiency by aligning management key players according to growth opportunities.
- Increased repeat business from existing customers by honing focus and marketing directly to commercial clients.
- Reduced cost and increased employee safety by implementing new/improved safety protocols



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AT A GLANCE

Hoosier Automotive Group is a full service automotive repair facility that grew naturally over the past few years. They were ready to push that growth even more into a new facility, adding dealership services and growing their current venture.



THE CHALLENGE

Hoosier Automotive was ready to branch out, including adding services like towing, roadside assistance, vehicle transport services, detailing, and building out into a dealership. They had already grown from a 3-bay repair facility by 400% and the extra push for more growth was proving difficult.

INDUSTRY

#1 Preferred Auto Repair Shop in Henry County + Used Car Sales

THE SCOPE

Coaching involved strategic thinking and execution planning, as well as Growth Roadmap, Vision, Values, Purpose, Competitive Analysis. Through executive coaching, Hoosier Automotive has grown another 200%. When they felt stalled in their progress, they were able to create a positive outcome and increase top line revenue each month using goal setting strategies and honest feedback from their coach.

SOLUTION MILESTONES

- Build the company's Growth RoadMap, including vision, values, Annual Goals, Quarterly Rocks and core customers definition.
- Monthly 1:1 Executive Coaching Sessions with CEO/Owner to address individual action plans, and align department goals with over-arching corporate objectives.

RESULTS/OUTCOMES

- 50%-60% average Growth Percentage on Service.
- Increased labor efficiency by changing pay plans to attract better employees.
- Increased top line revenue at least 10% each month using goals set from historical data.
- 200% overall company growth in the one year they began executive coaching.

"The perspectives of an experienced coach can help open leadership's eyes and forge ahead in their industry."
Justin Lowhorn
—President/CEO
Hoosier Automotive

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