

CASE STUDY

THE COACHING AUTHORITY



Professional Development & Executive Coaching



APPROACH

- Executive One-On-One Coaching
- Continuous evaluation, course correction and alignment to outpace competitor's strategy, execution and profit.
- Leverage comprehensive thought leadership, proven framework, practical tools and expert advisors in 7 key areas.

AT A GLANCE

DXL is a multi-functional third-party logistics company with a leadership team combining over 50 years of experience in transportation, warehousing, logistics, and value-added programs. Not to mention, a firm grasp on what it takes to stay relevant with today's rapid growth in technology. They have a strong reputation for being on time, efficiency and great attention to detail and always putting our customers first. DXL eliminates the worry out of the complexities of the supply chain by providing value-added services such as contract packaging, point of sale displays, kitting and assembly and logistics such as cross-docking, consolidation, and pool point distribution.

THE CHALLENGE

Over the past 16 years, the founder's progressive but strict professional path didn't allow him to spend resources on himself. He realized that he needed someone to hold him accountable and to challenge him as he continued to grow the business. This made him come to the decision to hire an executive coach who would help open his eyes to his potential. New ways of thinking can be hard to adapt to, but after 18 months of executive coaching, he has gained clarity and courage to take action to move his business forward. Strategic moves within the industry were made as a result of the discussions made with his executive coach.

I am excited about my company future and confident in myself in the ability to lead the team here at DXL."

- CEO/Founder of DXL

EXECUTIVE OBJECTIVES

- Build a growth roadmap for DXL 3PL Logistics
- Strengthen CEO, increase Owner Resilience thru leadership development
- Improve Cash Flow and Reserves
- Re-Position Strategy and Innovation of new Products/Services
- Increase Customer Retention and Accelerate Payment
- Establish execution disciplines proven to accelerate growth and expansion

RESULTS/OUTCOMES

- **400% growth during the Covid-19 pandemic**
- **Improved direct report accountability and execution disciplines**
- **Continuous evaluation, course correction and alignment to outpace competitor's strategy, execution and profit.**
- **Leveraged comprehensive thought leadership, proven frameworks, practical tools and expert advisors in 7 key areas.**



Patrick S. Frazier, CBC
The Coaching Authority, LLC

(574) 286-1123

www.coachingauthority.net

Patrick.S.Frazier@gmail.com