

A Coaching Process with a 7 Figure ROI



**The Power of Team Coaching to
Produce Jaw-Dropping Financial Results**



www.TeamsThatTalk.com

The Leadership Challenge

As a leader, you're faced with a seemingly contradictory challenge: Increase team members' satisfaction, communication skills, sense of inclusion and contribution to the team. At the same time, you're pressured with making the numbers, meeting goals and demonstrating financial success.

On the face of it, these two issues seem to be mutually exclusive: one focused on the typically "soft sided" aspects of management and the other on hard nosed facts. And, in



our current economic climate, it can be tempting to hammer away at the numbers side, and leave those soft issues for later. Leaders often believe that once the economy improves, they'll be able to "afford" to deal with the touchy feely stuff.

What if there was a way to do both? Right now; regardless of the economy; regardless of how functional or dysfunctional your team currently is.

One multi-million dollar company, a leading renal dialysis service provider with over 30,000 employees and 1500 clinics throughout the US, has accomplished this seemingly contradictory task. Rick Duckworth, the company's Senior VP Operations, President of the Western Business Unit, and a wise and forward thinking leader, implemented a strategic team coaching process in his division. And it resulted in some jaw-dropping financial returns in record breaking time.

Rick engaged Gifted Leaders LLC to coach his Western Business Unit's 25-person leadership team. Gifted Leaders has pioneered the concept of teams coaching teams using their Teams that Talk™ approach. In a series of four meetings, over a period of four months, the four-member Gifted Leaders team coached the 25 members of Rick's geographically dispersed team.

What were the results of this innovative "teams coaching teams" approach? Simply put -- a 7 figure bottom line impact in less than six months.



How does this happen? It starts with addressing trust, the ability to work together and raising the respect and appreciation among team members -- some of those "touchy feely" issues!

Where's Your Team's Trust Level?

Gifted Leaders begins every team coaching experience by measuring the group's current trust level. And who makes that evaluation? The team members themselves.

Rick's team ranked their trust level with one another at the beginning and again at the end of the team coaching process. At the start, they placed themselves at a trust level of 65%. At the end, their trust level, again ranked by the group, had risen to an 80%+ average.



When asked to describe his team's ability to work effectively together prior to the team coaching program with Gifted Leaders, Rick pegged his group at a 3 on a 1-10 scale. And afterward? "After, I would rank it an 8, knowing that nothing is ever perfect," he said.

How do you observe team trust? When teams begin to share their hard earned knowledge instead of hoarding it for individual advantage, you know you have trust.

Ginine Brentar, Regional Vice President, Arizona Region, observes that while fully half of the group were new to the team, after just 3 coaching sessions, she could "call on anyone on that team and be comfortable doing so. That's how high the trust level is now."

"The team relies on one another more now. We hold one another accountable. Issues aren't skirted under the table."

**Ginine Brentar
Regional VP
Arizona Region**

Rick Stotz, Regional Vice President, Oregon Region feels the same way: "I am more apt to pick up the phone and talk with other regional VPs than before the team coaching process. I don't hesitate to ask for guidance from someone who has been down a similar path that I'm currently facing. And I know they'll share their knowledge without hesitation."



Valentines Day

Another "touchy feely" exercise that had a dramatic impact on the group was described by Rick Stotz as "like passing out Valentines in grade school. It was very simplistic - yet extraordinarily powerful."

"Everyone received a stack of index cards with the name of each team member written at the top. We were instructed to write down 3-4 words on each card describing the strengths we recognized in that individual. Things like 'honesty', 'looks out for others', and 'reliable'."

"Then we gave those cards to each person. Everyone read their cards privately and then each selected a few to read aloud to the group."



Brentar describes the experience as a "break through point for our team. It really helped everyone feel respected and appreciated by the others."

This simple exercise illustrates Gifted Leader's strengths-

based approach. While focusing on weaknesses and problems can become a self-fulfilling prophecy, choosing to highlight strengths and opportunities can provide the momentum necessary to carry a team forward.

Key Talent Retained

In Rick Duckworth's own words, "Prior to going through the team coaching process, a significant number of our VPs were devising their own exit strategy. They were preparing to leave! Afterwards, we were successful in retaining all of those potentially lost VPs."

This one benefit alone reaps tremendous financial return. As a hypothetical example, with the cost of turnover widely agreed to be about 2.5 times a position's salary, if three key VPs with an average salary of \$150,000 were retained, that translates into a savings in turnover costs alone of \$1.125 million.

"We now have more robust dialogue – open, honest, no blaming, non-emotional dialogue. Anyone can challenge anyone else as long as it is done non-emotionally, with respect and without blame. Including our president."

**Rick Stotz
Regional VP
Oregon Region**



From "Touchy Feely" to Bottom Line Results

Two recently published studies on the power of coaching establish its ROI at 570% and 529% respectively. The experience Rick Duckworth and his team of regional VPs had with Gifted Leaders' team coaching process supports those figures. And to Rick's delight, these results were obtained in well under six months!

In 2007, only two business units across the company exceeded their targeted budget goals for the year. Rick Duckworth's region was one of them. He says, "There is no doubt that a significant part of this result was due to the team coaching experience Gifted Leaders took us through."

In addition, as a business unit, Rick's group closed 2007 as the #1 business unit in financial results across the company. This was a true "come back story", since the first and second quarter of 2007 their ranking was well below the top slot on the leader board. "Our improvement in working as a team, and our higher trust and respect levels for one another, allowed us to dramatically improve our financial results."

"And we're already on target to surpass our budgeted numbers for the first quarter of 2008 by \$1 million," Rick says.

The team's ability to work together improved by 170%. Their trust level increased by 23%. And they retained several key VPs, all of which add up to an ROI of at least \$1 million.

Both Ginine Brentar and Rick Stotz were so powerfully impacted by the team coaching they experienced that they implemented the process in their own regions. They saw the value that it had for the Western Business Unit and knew it was right for their local teams as well. And the outcomes in just three sessions were "phenomenal".

In fact, says Stotz, "I must have been pretty animated when I told my team about the team coaching process and that's something I'm usually not. I think they could see and sense my excitement!"



High Performing Teams Equals High Performing Results

Leadership in today's world is less about the power of one, and more about the collective wisdom of many. And team coaching is a proven way to swiftly build relationships and produce jaw-dropping financial results. The kind of results every leader can love.



Gifted Leaders, LLC is a collaborative and diverse network of talented coaches and consultants who can help you realize individual and collective potential. We're known for our emphasis on a positive, strengths-based, team approach that capitalizes on the power of coaching and strategic collaboration.



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Call Jeff Thoren at 480-710-4347 for a free 30-minute Strategy Session on the financial impact Team Coaching might have for your team.

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