



KAY CANNON

CASE STUDY: EXECUTIVE CONSULTING/BUSINESS COACHING; HEALTHCARE SECTOR

(Entrepreneurial Co-Presidents, Pharmaceutical Research Company)

The Challenge: A pharmaceutical research facility site was dramatically successful by most standards. However, the co-founders were not satisfied with their success and knew their company could perform at a higher level. Like most Type A individuals, the co-founders also recognized that something must change, but were unsure of what. There were consistently fires that needed to be put out, crises that were demanding their attention, poor employee attitudes were rampant, cash flow crunches, an office that they had outgrown, and the co-founders themselves were sacrificing their personal lives for the sake of the business. They wanted an extremely successful business, peace of mind, and a meaningful life.

The Assignment: Kay coached the co-founders over a period of six months and these two individuals shifted from successful entrepreneurs to wise business leaders. They worked on understanding and overcoming their own leadership blind spots and decision-making pitfalls, while scrutinizing their business model and replacing inefficient systems with new results-focused processes. These two co-founders learned to be more comfortable taking calculated risks, redefined their relationship with each other and with their employees from one of chaotic consensus and conflict to one of collaboration, respect, trust, and authentic leadership. During the course of the coaching, Kay also worked with the firm's employees to improve communication, resolve conflict, and create alignment with the company's goals. At the conclusion of the assignment, the co-founders had a clear vision, a strong strategy, and the critical leadership skills to grow their business to the next level while also living meaningful lives.

The Results: In 2000, this company moved into the co-founders' "dream facility" – a brand new, modern and spacious clinic. Staff turnover decreased. Teamwork improved. Client satisfaction jumped. Revenue increased by 36% and over \$170,000 in loans was paid off after only five months of coaching with Kay. Business boomed. With a track record of unquestionable success, these two co-founders were named Business Persons of the Year in 2000 in their state by the US Small Business Administration. Today the company continues to excel and sets the standard for success in its industry. Surrounded by a talented team of committed and valued employees, the co-founders

frequently work what they jokingly refer to as the “T to T schedule” – Tuesday through Thursday. They love their business and their lives.

Testimonial: In one of the co-founders own words:

“Working with Kay is the best investment we’ve ever made. We increased revenue by 36%, moved into larger facilities and paid off a \$174,000 loan in five months.

When I started coaching with Kay, I needed someone who could objectively look at my business and my style of management and give me feedback as to what I was doing wrong. I felt like I was losing what I had worked hard to get. I had a very successful company but was facing daily problems with ineffective teamwork. Every day there was a new fire to put out and I felt like every day I was taking one step forward and two steps back.

What came out of my coaching with Kay? Kay was able to help me see that I wasn’t doing anything wrong per se, I just needed to grow along with my business. Kay helped me realize that I needed to become more confident in my decision-making abilities because this was one area that seemed to hold me back day to day. Just as she was able to help me see where my focus needed to be, she was able to direct my employees through group coaching. Working together as a team, the fires seemed to go out on their own. My coaching experience with Kay has made me be more comfortable with my position and more comfortable with my decision-making ability.

I find it very difficult to put into words the magnitude of what Kay helped my business partner and me do with not only our business but also my own personal growth. I already had the answers; Kay just helped me bring them together. I am a different person having coached with Kay and I hope to maintain a long relationship with her as she helped me to grow both personally and professionally.”