

## Pine Creek Structures

- Guy Sheely

Hegins, PA

When my boss, the owner of the company hired Coach Thom, I assumed I wouldn't have much interaction with him. But as the Director of Sales for 15 different retail outlets, I shouldn't have been surprised when I got that very first call from him asking to arrange my coaching session. I just assumed that these coaches worked only with the business owner but Coach Thom said "I'll coach anyone who can help me reach the company's goals."

### We Got the Mean Coach

I sound like I'm back in high school when you ask your friends over summer vacation who they have for Math next year, and when they say "Mr. Finn" and you reply with "He's the mean one!" That's how Coach Thom stands out from the other coaches. But after 5 years, I no longer say mean, but instead say demanding. He seems to have this rare ability to gauge what I am capable of, then expect the very best from me all the time. I recall once I asked him why he was harder on me than he was on one of the guys in the plant. He immediately replied "Because you are capable of more." I don't think I've ever had anyone in my professional life who saw my potential and was determined that I reach it. That's not to say that he's unfeeling. Once during a low point, which comes with territory in sales. I was literally shocked when Coach let me vent and complain and was actually understanding and compassionate. But he only gave me about 2 days to be dejected before he left me a message on a Saturday saying "The Pity Party is officially over. Time to move on"

### The Power of Focus on The Goal and The Plan to Reach It

After all this time as one of his clients, I figured out how these Action Coaches work. They are big on goals and the plans to attain the goals. That's what keeps them and their clients so focused. My Coach assigns "homework"; action items that I agree to and I am responsible for completing in between sessions. At first, I didn't like the idea of having "homework" but then I quickly saw how it actually

helped me reach my goals and how it kept me focused even though I have a lot on my plate. I never have been assigned something that didn't have a direct impact on the current goals. In my case it was initially organization and time management, then sales administration and now coaching on how I can be a sales leader in my organization.

ActionCOACH Business Coaches are like doctors who prescribe medicine. And if the medicine isn't working, they're quick to change the prescription to something that will bring the result we both want. In every coaching session, Coach Thom always clearly stated to everyone on our team the role we all played in building company profits. Trust me; these Action guys will never let you lose sight of that.

### The Difference Between Growth and Managed Growth

Our company is pretty big. And when we first started with Coach Thom we were growing pretty fast- maybe too fast. One of the goals Coach Thom had for us was to make sure our growth was managed. He brought a new sense of structure throughout the whole company that allowed us to manage the growth. In talking with other business people outside our company, I know what he means now: unless you're structured for the growth, it can actually overwhelm you and do more harm than good. I think had Coach Thom not been involved at this stage, we wouldn't have the open lines of communication that keep all the senior managers on the same page. But when you hire an ActionCOACH, you can guarantee that everyone on the team is going to have the same goal, have their own responsibility to reach the goal and will be held accountable to holding up their end of the plan. In our case, he was



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*"Yeah – he is demanding, but that's how Coach Thom gets results."*

working with as many 9 different key people on our team. He was actually *part of* our team. He understood what was going on because he was so involved; he could easily relate to and coordinate advertising, production, finance and sales.

### Never Take Advice From Someone More Messed Up Than You

One of the things that has always impressed me is how Coach Thom has been in our shoes. He understands what it's like from first hand experience leading his own team, deciding what the goals should be, or overcoming obstacles. And you can tell it's not lip service. Sometimes he'll coach us by using a real life example from his own life experience you can really tell "Hey- this guy has been where I am." I don't think I would take advice from someone as quickly unless they really understood what I was going through like Coach Thom can.

See Guy talk about his experience and learn more about ActionCOACH of Central Pennsylvania at: [www.coachmybiz.com](http://www.coachmybiz.com)