

Renewal, Revival, Success

A CASE STUDY

A case study in improvement of executive & team performance

**DEAR FUTURE,
I'M
READY!**



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CASE STUDY

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The Opportunity

If you didn't notice the subtitle look above. Traditional case studies use "problem" as the means to define the beginning structure of what is basically a story of what "was" what "happened" and what "became." In some ways, the structure of this case study is traditional. But only in that it is a story of positive transformation. Problems are only opportunities!

It is the subtle language used that makes all the difference in the world. Reframing what might be perceived as a "problem" to an "opportunity" has an immensely significant effect on the subconscious mind. And, that is the place, in many instances, the power of "change" and "improvement" occur. This story of change happens when traditional means of generating improvement performance techniques are implemented in non-traditional means. In essence, this is **The IronMan Mind Coaching Method**.

The Background

A sales executive in a Fortune 500 company was experiencing a significant decline in his regions sales productivity. The executive was a 53 year old male who had worked for the company for 17 years. He was a Regional Sales Director (herein referred to as "Dave").

Dave's sales team had not met set sales goals for 18 months and was ranked last as a region in the company. When Dave's manager engaged Dr. Richard Greene for coaching and mentoring of the Dave, he was on a 180 day Performance Improvement Plan. Dave's manager described him as a seasoned professional that "seemed to have lost the ability to meet corporate objectives and effectively lead his team."

Dave had been given quite a bit of latitude to improve because of his long history with the company. But, things were not improving. Dave's manager recognized that investing



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in helping Dave to turn things around was preferable to termination (both for Dave and the company) and he engaged Dr. Greene to work with Dave for 6 months. The expectation was that Dave would reverse the substandard team productivity with the consequences of termination in the event this did not occur.

The Solution

Upon Dave's first intake meeting, Dr. Greene and engaged Dave in a process of self-assessment to understand Dave's perception of the challenges that he faced. It was no surprise that Dave recognized his sub-standard performance as a manager was having a detrimental effect on his team's revenue goal attainment. What was not known was the reason for Dave's lackluster efforts as a manager and as a leader.

Through a well-established process that Dr. Greene developed to understand and frame the opportunity, Dave was able to identify a specific set of areas that were sticking points, develop a plan of action, and execute on that plan. Together, Dr. Greene and Dave developed a process with a 6 month timeline to increase both managerial skills and leadership abilities.



Once the analysis of the situation was complete, Dr. Greene initiated a series of cognitive and emotive exercises to increase Dave's ability to integrate the prescriptive training to create an environment that fostered both personal and team growth, resulting in increased productivity.

Dave's organization had a primary focus on managerial efforts and a less developed focus on the importance of

leadership as a method of increasing both employee productivity and satisfaction. Using **IronMan Mind Leadership Principles**, Dave was able to accelerate both the development of his professional transformation as well as that of the individuals on his team.

Sometimes the business professional gets stuck. It's like getting caught up in that little hamster wheel; it keeps turning and can't get off. Using proprietary techniques from **IronMan Mind Coaching** helped to restart, recharge, and refresh the executive.



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Results

The results of Dave's transformation were not just an increase in team revenue but a greater contribution to the company as a recognized management sales leader.

Productivity Gains:

Sales Increases – Dave's sales division went from missing the goals for the previous 18 months to closing his next two quarters way ahead of the rest of the divisions and closing out the entire year at 111% of goal.

Cohesive Team Operation:

Repeatable Success Formula – Dave reported that many of the techniques he learned in his coaching sessions he was able to implement with his individual team members helping them with organization and increasing their personal productivity.

- Increase team call ratio
- Personal productivity
- Greater job satisfaction and control

Results Recognized:

Dave's turnaround was nothing sort of inspirational for the company's management, his peers, and his team. Because of his dramatic recover, Dave was recognized as someone who could not only meet and exceed objectives but also an individual that could help develop other teams in the company. Dave was asked to lead monthly sales trainings for the entire company sales team where he shared tips, tricks, and stories from his teams continued success in acquiring new customers and increasing overall revenue.



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Here's What Dave Had to Say

"Your process of bringing about positive change was extremely effective for me. I believe in the philosophy, "people support what they help to create". While my urge was for you to tell me what I should do, I found it far more effective for me to plot-out my own course each week, with you helping me find the solutions that would be effective and unique to my leadership style.

Your personal best practices, reading and listening materials, and word track were ideal. Sure enough, I soon became more organized, delegated and marshalled company resources in ways I hadn't consider, sales numbers improved, and the relationship with my manager is on solid grounds. And, as you know, when the boss is happy, everybody's happy! What I appreciate most is my ability to discuss personal and professional matters with you with utmost confidentiality. That level of trust allowed me to open-up so we could really get to the roots of my situation. I can't thank you enough for staying true to that pledge you made."

Are You Ready for High Impact Results?

Each individual and each situation for "opportunity" improvement is different. What is consistent is the set of success principles that Dr. Greene uses in his **IronMan Mind Business Coaching Program**. At the core of the successful principles that he teaches is **LEADERSHIP**. Being an effective business leader begins first with self-leadership, then moves to leadership of others.

To further the education and awareness of the importance of this powerful principle Dr. Greene offers a complimentary 60-minute training for qualified companies, on the importance of leadership in the organization. This training can occur as a **Lunch & Learn** or during some other time during the day as appropriate for your organization.



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Why Do A Lunch & Learn?

The easiest and most cost efficient method for raising employee skills, performance, and satisfaction, is through the use of a Lunch & Learn.

Key Benefits of Learn at Lunch Program:

- The sessions make excellent use of time, which is already limited throughout the day.
- Group training reinforces the overall company culture.
- Boosts employee morale.
- Builds and maintains teamwork skills.
- Enhances team communication.
- Raises the motivation level necessary for fulfilling company objectives.

Everything Rises & Falls on Leadership

Facilitated by **Dr. Richard Greene**, your complimentary Lunch & Learn will cover leadership topics relating specifically to your industry and your company. Typical sessions are comprised of 45 minutes of content and 15 minutes of Q&A. Your employees will be informed, educated, and inspired!



Dr. Greene is a 30-year sales professional, Certified John Maxwell business coach, and 5 time Ironman triathlete. He uses winning principles of Ironman triathletes to help people create unstoppable success in their business and their personal lives.

To schedule your complimentary Lunch & Learn visit
www.PeakPerformerTraining.com

or

call Rich directly at 530-651-4301



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About Dr. Richard B. Greene



Dr. Richard B. Greene, DBA, SSBB, CMPE
The IronMan Business Coach
Speaker, Author, Trainer, Business Coach

Dr. Greene's experience spans more than 30 years as corporate sales executive across many different industries. He's an author, a business coach, and entrepreneur. Over the course of his career, he's had the opportunity to work with some of the world's brightest minds in business and commerce.

As a researcher into the field of human potential, he's studied success factors of those that are the top in their industries and developed systems that professionals use to create unparalleled success in their careers and in their lives. Rich developed his success philosophy early in his professional career when he discovered the power of effective time management.

Rich is an advocate for the application of "process" to achieve super-productivity. Traditional processes provide a formula and order of activities an individual must take to go from point A to point B. They'll contain detailed tactics and contingency plans in the event of plan deviation. But, the best plan is not a guarantee of success. Rich observed that having talent and skills also did not guarantee success. **The missing ingredient is a mindset that is creative, powerful, and unstoppable.**

Over the years, Rich has employed many popular strategies to create a mindset that contributed to his success. However, it was his work as a Masters Swim Coach helping triathletes to prepare for their Ironman races where he discovered that these athletes had a unique way of thinking about success. This mindset was so powerful that it enabled these athletes to face extreme challenges and succeed where most other people would fail.



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After years of research working with Ironman triathletes to understand this special mind power, Rich has captured this unique mind ability and incorporated it into an elite executive training program called **The IronMan Mind**.

Applied properly, The IronMan Mind techniques can transform your mind into a powerful tool that combined with the right skill sets, can make your success unstoppable.

Rich is the founder of Amplifier, a business coaching and consulting company located in Sacramento, California. He is also a certified John Maxwell Coach with a focus on corporate leadership. He works with executives in the U.S. and internationally and is also an active Ironman triathlete and marathon swimmer.



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