

# COACHING SUCCESS

Executive Coaching Case Study

Misty Eicher, Strategic Account Executive

Cardinal Health



**KEVIN** MCDANIEL

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## Executive Coaching Case Study

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Cardinal Health

Misty Eicher began VOICE-Based Coaching after accepting the role as Director of Finance supporting two Enterprise Corporate Accounts regional sales teams. She was first introduced to Kevin McDaniel when he was the Keynote Speaker at the George W. Bush Presidential Library for the Healthcare Financial Managers Association (HFMA) Annual Institute.

### OBJECTIVES

- Grow her skills and aptitudes outside of the traditional finance function
- Grow in her confidence and expand her influence with Cardinal Health's strategic accounts
- Meet or exceed Cardinal's Annual Goals

Misty's contributions were recognized and after a year, she was promoted into a key sales role as a Strategic Account Executive for Cardinal Health, responsible for one of Cardinal Health's largest and most strategic health system customers.

### PROCESS

- Initiated weekly coaching that eventually became monthly or bi-monthly sessions
- Quick follow up calls to check on commitments and progress
- Used Emergenetics Template to think comprehensively regarding complex sales and customer service issues
- Annual Team workshops focused on Emergenetics, Collaborative Sales, Building Influence and Customer Service

### OUTCOMES

- Top 2 Performer as Enterprise Strategic Account Executive in Fiscal Year 2017
- Oversees \$1 Billion+ in annual sales
- Achievement of FY17 Sales Excellence Award
- Delivered on financial targets that grew account profitability
- Consistent acknowledgement from colleagues, leadership team, and customers regarding valuable contributions
- Career mobility success moving cross-functionally from Finance into Sales at the Director level
- Expanded influence, working across the Cardinal Health enterprise to bring scaled solutions that support Cardinal's top priorities

# VOICE-BASED COACHING

Kevin uses his unique approach to executive coaching to help you align your professional performance with your roles, goals, and dreams. VOICE-Based Coaching helps you to understand the value you bring to the world and to choose the pathway that aligns your action with extraordinary outcomes.



Value  
+ Choice  
= VOICE

## **i** RETHINK

Be clear about what you want?  
Write it down. Let's talk.

## **✓** REDESIGN

Let's create the plan that aligns  
action with our purpose.

## **≡** RESULTS

What are our results?

## **↻** REVISE

What worked? What didn't?  
Let's make sure our effort  
drives the desired outcome.

# KEVIN MCDANIEL

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## OUTCOMES

- Increased collaborative problem-solving with new relationships/customers
- Fostered a consultative relationship with customers in partnership with her internal Cardinal Sales team
- Meaningful increase in income

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“One of the reasons I enjoy working with Kevin is that he takes a holistic approach to coaching. While we work towards objective, achievable goals, Kevin also helps me to keep perspective and enjoy the journey. He reminds me to stop and celebrate progress and accomplishments. He helps me to focus on maintaining my peace, distinguishing between what is in my control and how I can influence others versus what is out of my control. All of this helps me to be more effective, showing up in my interactions with others with my best contributions.”

“Kevin’s insight into individuals’ personalities and needs, utilizing the Emergenetics’ framework, VOICE-Based Coaching and Choice Theory, has been extremely valuable to me in my interactions with both customers and internal colleagues. I highly recommend Kevin McDaniel’s coaching services.”

Misty Eicher, Strategic Account Executive  
Cardinal Health

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## About Cardinal Health

Headquartered in Dublin, Ohio, Cardinal Health, Inc. (NYSE: CAH) is a global, integrated healthcare services and products company, providing customized solutions for hospitals, health systems, pharmacies, ambulatory surgery centers, clinical laboratories, and physician offices worldwide. Cardinal Health, Inc. is a Fortune 500 health care services company specializing in distribution of pharmaceuticals and medical products serving more than 100,000 locations with \$130 Billion in annual revenue.

## HOW IT WORKS

**VOICE-Based Coaching affirms that every individual brings value to the world.** When we show up connected to our Value and have made the Choice to do so, we have our best chance of living a fulfilled life with less stress. **Value + Choice is how every person finds their Voice.** VOICE-Based Coaching begins with a Self-Discovery Interview that brings clarity to what you client want, identifies roadblocks, and designs a forward-thinking blueprint aligned with your vision.

**We profile each client using Emergenetics, a scientific explanation for what it means to be human** by uniquely describing each person using 4 Thinking Attributes and 3 Behavioral Attributes. Emergenetics provides a clear way to understand yourself, your co-workers, and your relationships. This profile provides insight for enjoying life and maximizing your positive interactions with others.

**Choice Theory is another foundational platform.** It holds that there are two psychologies in the world—Choice and Control. Control dominates our functioning world. When we can enter our functioning life because we choose to do so versus being compelled by some external influence, then we notice shifts upward in our morale, enjoyment of life, and productivity.

## KEVIN MCDANIEL

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