

COACHING SUCCESS

Executive & Business Coaching Case Study

Scott Tomlin, Senior Marketing Specialist

Ashley Furniture

KEVIN MCDANIEL

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Ashley Furniture Casegoods/Georgia

Scott Tomlin, Senior Marketing Specialist and owner of Furniture Snacks, the Ashley Casegoods franchise in Georgia, originally acquired executive coaching services in 2012 from Kevin McDaniel, Chief Strategist with WindRiver Strategies. The Casegoods Division is the franchised executive sales platform through which Ashley sells to their retail stores, franchisees, and other regional furniture retailers.

OBJECTIVES

- Create balance between professional and personal responsibilities
- Decrease stress and build an enjoyable path to the future
- Grow the business and exceed Ashley Furniture's annual goals

As Scott achieved his goals he expanded services to include training in VOICE-Based Coaching, Sales/Influence workshops for his Team, Selection (hiring) Services through ESP and Compensation Strategies.

PROCESS

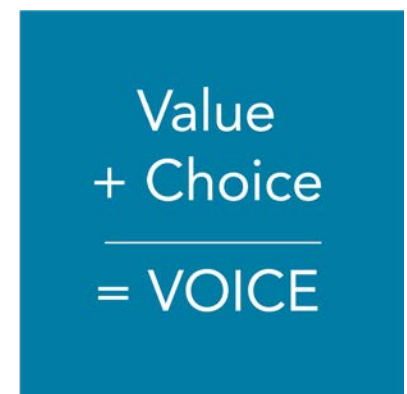
- Started with weekly personal Executive Coaching for Scott
- Added business coaching shortly afterwards
- Deliver sales-oriented workshops bi-annually for his team
- Engaged WindRiver Strategies' 5 Tier Success Formula

OUTCOMES

- Father of 4 and happily married for 24 years
- Sales have grown from \$27M in 2013 to \$45M in 2017
- Ashley Furniture has 500+ Marketing Teams:
 - Won Top Performing Sales Team in 2014
 - Won Top Performing Sales Team in 2015 (first time in Ashley's 71-year history that a team has won this award twice)
 - Ranked #2 for Sierra Sleep in 2016
 - Top 5 Producer Annually
- Signed his 21st Annual Contract with Ashley
- Team has grown from 2 to 6 marketing/sales specialists
- No turnover

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.



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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"I hired Kevin in 2012 on the recommendation of my accountant, also a Kevin McDaniel client. Kevin has coached me: to a greater understanding of abundance and its associated calmness, to coach my team, through staff disciplinary issues, through major administrative transition, in a selection process for adding new staff and has provided solid business guidance over the last 4 years as we have grown by 66% and \$17.9M. He is a valued member of my executive team and so I have once again renewed my contract with him."

Scott Tomlin, Senior Marketing Specialist
Ashley Furniture

About Ashley Furniture

Ashley Furniture Industries is the #1 Furniture manufacturer in the world responsible for almost 50% of USA furniture's annual sales. Not only are they the manufacturer but they are also a retailer headquartered in Arcadia, Wisconsin. Father and son team Ron and Todd Wanek own the company. Their commitment according to CEO, Todd Wanek, "We want to be the best furniture manufacturer in the world."

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.

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