

COACHING SUCCESS

2023 Business Coaching Case Study

Peachtree Orthopedics

Atlanta, GA



KEVIN MCDANIEL

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Business Coaching Case Study Peachtree Orthopedics, Atlanta, GA

Highlights

- Atlanta Journal Constitution's Top Workplace in Atlanta...4 Straight Years! (Need AJC logo's)
- Patient Satisfaction score up from to 97%..
- Profit and Revenue at record levels
- Awarded Highest Productivity Per FTE

Peachtree Orthopedics (PO) originally engaged coaching services in 2015 to address issues of morale, conflict and productivity within the business leadership team. Accordingly, a program was designed that helped individuals understand how thinking and behavioral preferences affect Peachtree Orthopedics' executive leaders personally and professionally as they lead, supervise, make decisions, communicate, learn, create and work in teams.

As PO was achieving its goals additional services were added including ESP, the Emergenetics Selection Program through which PO has hired it's C-Suite and numerous Directors, Managers and team members.

Objective

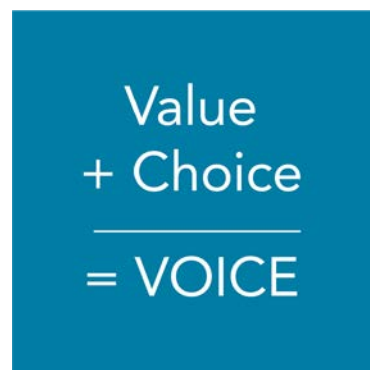
- Strengthen support for the vision, mission, and values of PO
- Enhance and expand leadership abilities and managerial skills
- Hire qualified and "Best Fit" individuals to the leadership team
- Facilitate development of strategic thinking skills
- Examine individual aspirations, strengths, weaknesses and personal commitment to leadership and management
- Learn to model best practices "coaching" for their direct reports
- Identify and plan development of future leaders

Process

- PO offers their Management Team a Leadership Training Institute that includes 3 training modules annually and monthly/quarterly individual coaching
- Training Modules include:
 - Meeting of the Minds: Bridging Communication Gaps & Styles
 - Team Performance & Collaborative Learning
 - Goals Setting
 - Building Morale
 - Resolving Disagreement
 - Time & Email Management
 - VitalTalks: Foundations of Communication and more...

VOICE-BASED COACHING

Kevin's unique approach to business coaching empowers his clients' Leaders and Teams to align their professional performance with inspiring purpose, roles & goals. VOICE-Based Coaching enables organizations and their valued people to make the choice that accomplishes the extraordinary together.



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? What is the specific progress we have made?

↻ REVISE

What worked? What didn't?

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Let's make sure our effort drives the desired outcome. Proven, Customized Executive and Business Coaching | Learn more at kevinmcdaniel.net

Outcomes

1. Voted Top Place to Work in Atlanta by PO employees for 4 straight years (2019-2022)
2. Patient Satisfaction scores up to 97% in 2023
3. DME Department coached, designed and initiated resulting in nearly 800% increase in revenue over 6 years.
4. Worker's Comp Department coached and "reinvented" resulting in significant annual increases in revenue over 7 years
5. Awarded Top Revenue per FTE by the Asheville Forum
6. Experiencing record Revenue and Profit
7. "Immediate and noticeable" upward shifts in morale and collaboration. Eliminated the need for the proverbial healthcare departmental "silo".
8. Selected the CEO, CFO, COO, Director of Nursing, the Director of Clinical Services and others matching them as a "best fit" for their supervisor, role, and teams
9. Installed Decision Support technology through ESP (Emergenetics Selection Program) for the hiring/selection and promotion of 30+ candidates into team and leadership roles
10. Significant decrease in Turnover Rate
11. Completed 15+ Educational Modules
12. Installed comprehensive decision-making process (Emergenetics Profile Template)
13. Coached on C-Suite, Director, Manager and Team level on issues related to Diversity, Equity and Inclusion (DEI), Leadership & Change Management, performance reviews, eliminating stress while increasing productivity, building professional happiness, deepening relationships especially between supervisor & team members, clarifying & expanding decision rights, favoritism, career path, compensation, moving from the daily grind to inspiration, etc.

Peachtree Orthopedics' Department Leader Comments:

- "Every leader, every organization on the planet need what Kevin teaches, coaches and need to experience how he delivers challenge and encouragement in the same breath."
- "Worthwhile, eye opening."
- "The humor really added to the presentation." "You're funny!"
- "Thought provoking content."
- "Good Team Building Experience"
- "Winner!"
- "Kevin's Leadership 101 is a great start for any Team"

Comments from Employee Retreat

- "An Absolute. Superstar"
- "Extraordinary, Great Speaker"
- "Love Him, Need Him at Every Meeting of Peachtree Orthopedics"
- "Very Dynamic, Will Help at Home and Work"
- "Let's Do A Weekend Course"

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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 fulfilled 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 is wanted, identifies roadblocks, and designs a forward-thinking blueprint aligned with your vision.

We profile each client and organization using Emergenetics, a scientific explanation for what it means to be human by uniquely describing each person using 4 Thinking 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 and productivity.

“Kevin has helped me personally to grow my career at Peachtree Orthopedics and has been a wonderful coach and mentor to my peers and direct reports over the past 8 years. Utilizing the Emergenetics and ESP profiles as an adjunct to hiring, onboarding and managing has been vital to my success as the COO.

At Peachtree, we have been able to extend the learnings from Kevin to our front-line managers, which has been key to improving our culture and has allowed the senior managers and C level team to focus on strategic initiatives and growing the business. The workshops Kevin has presented to our senior managers and front line managers has grown group cohesion, collaboration, and better alignment toward our business goals.”

Erika Noll,
COO, Peachtree Orthopedics, 2023

Mike Butler, MBA, FACHE
CEO, Peachtree Orthopedics, 2008-2018

Kevin, this is to commend you on accomplishing the goal we set out to complete – that of building a strong, highly productive and cohesive management team within our organization. The system you designed and installed for our Leadership Team which included the creation of our C-suite using Emergenetics, ESP, Choice Theory and VOICE Based Coaching was very effective. It worked. Plus, it aided me in helping to know the strengths of my team members and solved numerous recruitment needs. As you know, we hired 14 other leaders and to my knowledge, we only lost one. This is a testament to the program and the screening process. Our turnover rate has plummeted and each leader’s engagement, interaction with staff and departmental ownership has taken off. The coaching you have initiated has helped people and as a result, the “emotional” controversy that may have existed has decreased. The individual coaching and group team building seminars are a testament to our success. It is a pleasure to see the improvement in daily group dynamics developed from your seminars and how each member was able to understand and learn how to utilize the strengths of their peers. These highly effective seminar results translated into a more cohesive work environment and positively affected operational efficiencies. Your coaching sessions with the key staff allowed me to focus my time on strategic initiatives driving the organization forward. Although I was bit skeptical of the Coaching Program at first, I am now a firm believer as we have valid, substantiated results clearly seen in our selection and promotion process of qualified, “ESP” screened candidates and clearly seen in the high performing, collaborative management team we built by understanding the individual strengths and preferences of our existing leaders.

Great work!”

“The tools you gave me were easy to implement and made a tremendous difference in my life. In addition, your ability to talk me through and finally out of my internal turmoil was amazing. I had so many “aha” moments during our sessions that I always looked forward to what you would reveal to me each time. You are amazing, and I will always be grateful to you and you will always hold a special place in my heart for saving me from myself, my own worst enemy. You are an Absolute Superstar!”

Maria S., former CFO

ABOUT PEACHTREE ORTHOPEDICS

Peachtree Orthopedics (PO) represents a long tradition in Atlanta orthopedics. Clinic doctors serve as orthopedists for the Atlanta Braves, Gwinnett Braves, Georgia State University as well as advisors to the Atlanta Ballet and Official Partners to the PGA Tour.

PO’s 34 doctors are fellowship trained, going beyond their general orthopedic training to specialize in a specific part of the body. These physicians are experts in specific area of need, leading to higher quality care, less pain, a shorter recovery and a better outcome.

PO’s doctors are leaders in their field, providing cutting-edge technology in state-of-the-art facilities. They have eight locations in the Atlanta area, as well as seven physical rehabilitation locations, two surgical centers and two MRI facilities.

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