



ActionCOACH Monte Wyatt Client Success Stories

Monte Wyatt is one of the top ActionCOACH Business Coaches in the world.

“Not everyone was receptive to Monte and his coaching, especially those who were disgruntled with overall changes we were making. That was tough, but Monte’s approach was critical in helping us put together a really good, integrated team, which we now have. We’ve seen improvements in accountability and engagement by living our core values. People can be trained in sales and responsibilities, but if they’re not on board or not willing to follow our core values, this isn’t the right place for them,” said Jeff. “Now, we use our core values throughout our hiring process. That way, we know right off the bat whether or not someone is going to be a good fit.”

Making changes to the sales team didn’t come without its own set of challenges, but thanks to foresight provided by Monte’s questioning and planning processes, it didn’t catch Jeff or his executive team off guard.

“When you make staff changes, sometimes it’s reflected in the short-term numbers, but we know it’s for the long-term good. Already, we’re seeing tremendous growth in our furniture expansion,” said Jeff.

Creating Strength with Custom Core Values and Clear Strategy

K. Renee is in the business of helping customers find their unique style, so it’s no surprise that their core values would be unlike any other business.

“We developed our core values while in an all-day meeting with Monte. They had to be just right for our business, and we knew they had to apply to all aspects of what we do. We’re committed to living them every day, and even have them proudly displayed on our website so customers know exactly what we’re all about,” said Jeff. “Our purpose isn’t just to provide clothing and decor, it’s to ‘transform lives.’ And as a brand we’ve promised to ‘bring light into your life through our beautiful products’ and an ‘extraordinary service experience.’ Our core values state ‘We’re style-driven, passionate, have a “do it now” attitude, are relationship-focused, future-minded, purpose-driven and model responsible financial success.’ Now, does that sound like your average clothing or furniture store?”



Kelli Schulz Jeff Schulz Julie Ross
Owners of K Renee

By establishing a clear strategy with a Core Purpose, Brand Promises, and Core Values, Jeff and his team are better able to gauge progress and success in addition to financial numbers.

“Now, everyone on our team has goals and clear metrics that reflect where we’re going as a company. We’re definitely moving in the right direction and have seen tremendous improvement in all of our numbers. It never ceases to amaze me when we meet with Monte every two weeks, how in-depth our conversations are.”

“Through Monte’s insight, we are able to bring clarity on the right actions, and bring all of us together in our decision making,” said Jeff.

Successful, not Painless

Expanding his high-end women’s clothing company to include home decor wasn’t an easy decision for Jeff and the executive team to make, but it’s one they’re glad they made. They’re also glad they made the decision to invest in the skills of ActionCOACH Business Coach Monte Wyatt to make the transition and expansion as successful as possible.

“If we hadn’t hired Monte, where would we be? I could tell you that for us as leaders, it would be a big headache. Sure, we could do it, but there’d be a lot of restless nights and headaches to deal with,” said Jeff. “Monte helped alleviate some of that pain. No, the transition and expansion wasn’t painless, but looking back, I can say it was successful. He builds us up, keeps us motivated, and helps us think about customer engagement all the time. I would definitely recommend Monte’s services to other business owners. And be prepared to be held accountable. For years, I wanted to have regular, scheduled communication with the executive team but it just didn’t happen. Now, I do. We never miss it, and I’m thrilled.”