

Staffing Company Finds Success in Long-Term Partnership with Business Coach



Some might be surprised that Katie Roth, owner of Portico Staffing in West Des Moines has had a business coach for nine years. After all, aren't business coaches only for getting struggling businesses off the ground or helping new executives manage increased responsibilities? This may be a common mis-perception, but Katie is more surprised that most business owners don't utilize the services of a business coach on a long-term basis.

"Good business people have good advisors, and great business people have great business coaches. Much like a CPA or an attorney, good business people surround themselves with good advisors. I see it as a three-legged stool. You need good accounting advice, good legal advice, and good business advice," said Katie.

Katie sought the business coaching services of ActionCOACH Business Coach Monte Wyatt in 2007, and is grateful she's invested in this long-term partnership.

"I was a partner at an HR consulting firm, but they didn't do staffing. So, I decided to branch out on my own. We were successful, but it wasn't focused success. Some was luck, some was being in right place at right time, and a lot of it was good relationships," said Katie. "I knew we had untapped potential, so I sought Monte's help to take us even further."

Smart and Steady Wins the Race

Choosing to invest in a business coach was a big step for Katie, but it was one that quickly proved beneficial.

"My business has grown considerably during my time with Monte. I was always good at sales, but I struggled with management. I expected to hire someone and they would just know how to do their job," said Katie. "Monte helped me better communicate my goals and objectives while gaining clarity on how to implement. I've grown so much as a leader and manager with his guidance. He's very good at what he does. And he held me accountable to my business plan because I knew he'd be checking in on my progress!"



ActionCOACH Monte Wyatt

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

Not only did Monte help Katie become a better manager, he also helped her keep the bigger picture in mind when making hard decisions for the company, and brought objective feedback to the table whenever possible.

"I was conservative about the money I was spending. When I started working with Monte, I began to really think through my financial decisions more thoroughly. For example, I initially bought two software systems that were cheap, and Monte helped me decide to invest in a better system," said Katie. "As a business owner you're always on your own, and don't have someone to bounce ideas off of."

"You need someone who can step outside and look at the business objectively. It's hard to read the label from inside the bottle."

From Business Strategy to Exit Strategy

While Katie meets with Monte on a one-on-one basis, she's also part of a group of business owners who meet with Monte twice a month for breakfast, aptly called "The Profit Club." Katie appreciates the level of engagement and advice she gleans from both Monte and her breakfast mates.

"Monte has a specific topic for each breakfast. They're always interesting, and we have great conversations. It's almost like an informal board of directors. We exchange really great advice," said Katie.

And if there's one piece of advice Katie has received from Monte that's proved beneficial, it's this:

"Monte taught me years ago when you own your own business, you need to have an exit strategy," said Katie. "You need to ask yourself if you still want to be working after 65. Do you want a lifestyle business where someone runs it for you? You cannot just decide this overnight. You need to know at least three or four years beforehand."

Client Success Stories



*Katie Roth, Owner
Portico Staffing*

With this in mind, Katie was prepared to grab ahold of a great opportunity when it presented itself in 2015.

"The original HR consulting firm I once worked for approached me about buying my business to add to their portfolio of services. We'd always been on good terms, and it was a great solution," said Katie. "I've agreed to work for them for the next three years until the transition is complete. Talk about a win-win!"

Now that Katie has a successful exit strategy lined up for her business, she can focus on the next chapter of her career and life. She's grateful for her long-term partnership with Monte, and highly recommends his services to other business owners who want to reach their full potential.

"It's money well spent because it makes you focus on your business instead of in your business. Owners have a hard time setting aside time to think about the big picture. Monte makes you step out and look objectively at your business so you don't just get wrapped up in the day to day. You need to begin with the end in mind. How will you get there? How many hours do you need to bill?," said Katie. "I'm so grateful I invested with Monte not only at the beginning of my business, but all the way through to the end."

Contact Us:

515-222-9193 - Phone

www.montewyatt.com

www.twitter.com/coachmonte

www.facebook.com/coachmontewyatt