

Ron Peterson



## Summertime Potato Co.

# No Small Potatoes: Business Coach Brings Big Growth

For Ron Peterson, owner of Summertime Potato Company, a potato processing operation in Des Moines, Iowa, remaining stagnant wasn't a position he wanted to accept.

"I'm not new to the company, but I'm fairly new to ownership. I've worked here more than 10 years, and became owner in April 2015," said Ron. "This company has been around for more than 40 years, and we needed a fresh start. There were some staff challenges, with individual agendas and personal goals, instead of team and company goals. For a two or three month period, we were all over the place. We needed help."

Ron didn't have to go far to find the help he needed. After reaching out to his professional network for recommendations, one name kept turning up: ActionCOACH Business Coach Monte Wyatt.

"They said this is the guy you want. So I sat down with Monte and it was a good fit. We got right to work. I knew we needed to get everyone on the same page and also find some personal development opportunities. We had a small base of customers, but no real plan for growth. We were stagnant."

### Core Values Create Momentum

Ron, like any good business owner, knows that success doesn't happen when you're "just satisfied" with the way things are. Complacency doesn't go out and seek new opportunities, after all.

"Monte helped me show the team that there's more to do and more business to get. We were just satisfied with the way the company ran, and we knew long term that wouldn't work. Continuing to act this way, the company couldn't grow."

Before any big strategic overhaul could happen, groundwork had to be laid.

"We had to re-examine our purpose. We had to ask ourselves, 'What value do we bring the customer?' Once we determined our core values, we could align our goals and values as one. This brought brand clarity and stability."





## ActionCOACH Monte Wyatt Client Success Stories

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

### Refine, Define, Align

While Ron knew that working with a business coach wouldn't be easy, the complexities didn't intimidate him.

"I entered our partnership gung-ho and head on. I knew we needed the change, even though it would be tough. There wasn't any hesitation on my part, and that helped us dive right in. Monte was direct and full of ideas from the get go."

In examining the growth opportunities for Ron's small team of employees, one of Monte's first recommendations was to better define the roles of each position.

"Monte helped me see that we need to have the right person in the right seat based on the needs of the business. All team members must be aligned by the same core values and bring value to the organization."

Change is interpreted differently by different people. Some embrace it while others are more hesitant. Monte helped Ron navigate this process.

"Overall, the changes we made were received very well by employees. Of course there were a couple who didn't like it. Only one chose not to participate entirely, and wasn't buying in at all. Of course, that employee has found opportunities elsewhere, which is better for everyone involved. But every other employee bought in and we've grown and prospered."

### Ready, Set, Grow

A business strategy overhaul doesn't always bring immediate financial returns. In fact, there's often a time of regrowth before a business flourishes. That hasn't been the case with Summertime Potato. Results followed quickly in the relationship with Monte. "Getting our production time down was extremely important to us, but we couldn't have done it without



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Owner  
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everyone getting on the same page. For us, and for most manufacturing processes, it's about continuous improvement. You're always looking for the next trend and the next thing to assist with efficiency. We need to know how to reduce cost and increase return," said Ron.

"Thanks to Monte's expertise, our processes improved immensely, and our growth is up 27%! Now that we have momentum, we will keep it going and growing."

**Establishing new growth in a 40-year-old business wasn't easy, but Ron would tell you it is absolutely worth the investment to hire ActionCOACH Business Coach Monte Wyatt.**

"I definitely recommend working with Monte. He brings accountability, follow up and fresh ideas. He's someone to bounce ideas off of. He's objective and doesn't have an opinion one way or another, but rather brings clarity or focus to what's important.

Whether you're a large or small business, his services would be beneficial," said Ron. "Even as a person, I've grown. I was more conflict avoidant before, but Monte challenged me on that. I think I'm much more aware of my actions. Instead of putting something off, I address it right away.

Monte lit a fire under me. We choose how we react and we choose how we wake up in the morning. People can choose to be mad or choose to be happy. I encourage other business owners to choose greater success and have Monte assist you."

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