



## *Steering GuideOne Insurance in the Right Direction*



Scott Reddig's career path has been a successful, albeit a technical one. Having served many years as chief actuary at several corporations, Scott was more than prepared to handle the logistical details of his promotion to COO in 2010 with GuideOne Insurance. But what about the leadership skills needed to steer a large team? What about the big-picture vision and strategic goal setting needed to help GuideOne achieve additional growth?

Obviously, GuideOne's leadership team believed in Scott's potential, but just like any good team player, additional coaching is needed to achieve maximum results. Scott received just the expertise he needed through ActionCOACH Business Coach Monte Wyatt, who's been working one-on-one with him over the past four years.

"Before meeting Monte, my management experience was with smaller visions and people, departments of no more than 25. Now, I have more responsibility for more people. I had a tendency before to be a working manager. I was more hands on, and Monte taught me how to transition to being more of a visionary leader. I had to approach the job differently, and learn how to delegate appropriate tasks to those most skilled to handle them," said Scott. "Monte helped me appreciate how much you need to go beyond common sense. I read a lot of literature. I took classes. He converted me into a student leader. I'm always learning. He became my sounding board. That's the biggest reason we continued our relationship beyond 2-3 months. In my role, there are really no peers. There's my boss, CEO, the board, and people who report to me, but nobody sits alongside me. He's my confidante. He helps me work through issues and figure out the best way to handle them."

Monte's role went beyond executive coaching. He also facilitated and assisted in the strategic planning process and implementation. He conducted 360 degree assessment reviews and helped all director level and above employees create a personal development plan. He led the executive team in a discussion to create the beliefs and values that they want to instill into the entire organization, which are now called the GuideOne Philosophy.



## ActionCOACH Monte Wyatt

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

## Client Success Stories

### All For One - One For All

"Thanks to Monte's help, we're definitely more organized. We have spent four years really trying to work on transforming our organization. We're following a different game plan. We have new strategies and an updated vision and mission. We've created quite a list of projects, tactics, and advanced strategies in a short period of time. We have more ambition and are working to corral resources. He helped staff get on board with the new game plan through market studies, status reports and better ways of communication," said Scott.

Could Scott have helped GuideOne achieve these results without Monte's help? After all, he's intelligent, capable, and has done just fine in his career thus far.

"I probably would have figured things out, but it would have been like a bull in a china shop. It would have been sloppier, and I would have made more mistakes. Monte helped me learn how to better communicate with my team, how to share concerns, how to give praise and set expectations, how to find a balance between hands on and hands off. Those under me were given a safe place to speak up about ways I could improve, so I could self correct. It definitely helped me get up to speed faster. I'm much better at leading," said Scott.

And how does Scott's team feel about Monte's coaching services?

"I've had all positive feedback. My team feels they're working for someone who's approachable. Certainly things have come up that they may get frustrated about, but overall, they look up to me and we can have good dialog," said Scott. "Those that are aware of the coaching are intrigued because they've seen an improvement in me. Some have even asked for, and have received, the same opportunity. They're definitely intrigued."



Scott Reddig  
Chief Operating Officer  
GuideOne Insurance

Has Monte's plan been successful? Take it from Scott:

"We're on track to meet our five-year strategic plan objectives, which is about a \$150 million growth in premium. Our team is at a new level in hiring and developing and we're far ahead of where we were in 2010."

Are you ready to take that next step for your organization? Could executive coaching mean a smoother succession strategy for your business? Contact ActionCOACH Business Coach Monte Wyatt and let him help make the process as successful as possible with his executive coaching services.

#### About GuideOne Insurance:

*GuideOne Insurance (based in Des Moines, Iowa), provides niche insurance solutions and risk management tools for values-based individuals and organizations.*

*The company was founded in 1947 as the nation's first auto insurer for nondrinkers. Recognizing the underserved needs of the faith-based communities, the company also developed the first multi-peril insurance policy for churches in 1962. Today, GuideOne is one of the leading insurers of churches, protecting nearly 43,000 churches and commercial policyholders across the country. In addition, the company serves more than 87,250 home and auto customers. Learn more at [guideone.com](http://guideone.com).*

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