

# TOM VETTEL EXECUTIVE COACH

Matching the right coach with the client is essential to the success of every coaching engagement. Sponsors want to see measurable results and ROI. The “right fit” coach brings the appropriate level of experience, formal coach training and industry-recognized credentials. My “best fit” clients work for organizations that value the coaching process and hire external executive coaches. I work best with managers, directors, C-suite executives, board members and business owners. I work with companies and clients across North America. Here are a few of my recent client case studies.



## MANUFACTURING

**Developing the son to take over as President**

### THE CHALLENGE

A 70-year-old Midwestern family business was fast-approaching the succession of the founder and the preparing of the son to take over as the company's President. This engagement involved a series of assessments and the co-creation of a Learning & Development Plan.

### THE OUTCOME

The coaching process helped the family to understand the skill set needed to continue leading a high-performing company. Comprehending the nuances and level of expertise required to be successful lead to a one-year deferral of succession. In that time, the son continued to grow in knowledge and understanding with the aid of specific outside training opportunities in conjunction with additional professional coaching.



## 3PL DISTRIBUTION

**Onboarding the new VP of Operations**

### THE CHALLENGE

A small, privately-held logistics business was experiencing rapid growth and the pain associated with high employee turnover. The CEO identified and hired a new VP of Operations to run the back end of the business and to get the company back in good graces with the clients quickly. My contract started as a six-month onboarding engagement that evolved into a one-year leadership development process.

### THE OUTCOME

The company hired what they assumed to be a gem, but the gem morphed into a diamond. With some tactical polishing and coaching, the new VP of Operations was able to reduce employee turnover to the lowest in company history, and the warehouse operations are meeting or exceeding all the KPI's as set by the senior leadership team.



## BUSINESS SERVICES

**Coaching the CEO during rapid growth**

### THE CHALLENGE

A mid-sized employment screening services company was experiencing breakaway growth. In order to keep pace with the increasing demands of the growing organization, the board saw the need to onboard an executive coach to guide the CEO to grow, develop, and take on the new reality with enthusiasm and confidence.

### THE OUTCOME

The interpersonal development plan paid close attention to elevating current strengths while identifying gaps and blind spots. A key outcome was growth in his Emotional Intelligence (EQ) and capacity to "think big". Today, the company has doubled in size, and the CEO has confidently and successfully taken the helm.



## PUBLIC RELATIONS

**Grooming the President to succeed the legacy CEO**

### THE CHALLENGE

The President of a global public relations firm was selected to become the new CEO. This one-year engagement included coaching to fill competency gaps and mature professional development opportunities. Stakeholders included the outgoing CEO, the board of directors, and the new leadership team.

### THE OUTCOME

This high-potential leader adopted and implemented new tools within his role as the company's CEO. Becoming aware of his communication style and key points of leadership effectiveness, he opened doors to the future and the signature he would impress upon the organization. This establishment has greatly improved the odds of his success by involving a professional coach early in the process.