



EDUCATIONAL SEMINAR

Coaching Your Team for Peak Performance

Practical perspectives from practitioners on how to help your whole team be successful

Sign-Zone

Janet Bearmon, VP of HR

SIGN-ZONE, LLC

Coaching
Janet Bearmon

Who is Sign-Zone?



We are a privately held multi-million dollar manufacturer with over 450 employees.

Corporate office – Brooklyn Center

Manufacturing facility – Ramsey

Jansen Display Group – Czechoslovakia + 150 employees

SIGN-ZONE, LLC

Showdown CREATIVE BANNER VICTORY CORP

Who is Sign-Zone?

We manufacture and sell portable, lightweight & modular displays, event tents, canopies, and parade float materials.

We sell to qualified distributors, not end-users.



SIGN-ZONE, LLC

Showdown CREATIVE BANNERS VICTORY CORPS

Sign-Zone goes to market through three Channel Brands

SIGN-ZONE, LLC



SIGN-ZONE, LLC

Showdown CREATIVE BANNERS VICTORY CORPS

My Coaching Opinions

- I don't use a 'Coaching Model', 'Method' or 'Blueprint'
- I don't have a cookie-cutter approach:
 - Every individual is unique, and
 - Every situation is different
- Coaching is about the 'other'

My Coaching Principles

I must:

- Earn my employee's respect
- Earn my employee's trust
 - I must be vulnerable
- Be available
- Empathize
- Reinforce
- Prove that I care about them and their success
 - Professionally
 - Personally

“Brands”



Personal Brand

- What ‘Personal Brand’ do they want to:
 - Create
 - Develop
 - Portray

Asking questions = Coaching

Instead of:	Ask:
Will the project be done on time?	What are the things that could happen to prevent you from meeting the deadline?
Have you tried....?	What do you think the best solution is?
Why are you....?	Help me understand how....?
Do you have any concerns or questions?	What parts of this project concerns you the most?
	What problem are you trying to solve?

My Life's Lessons

1. Realize that I am coaching with every interaction my employees have with me – for good or bad
 - They see me
 - They read what I write
 - They hear me
 - They hear *about* me
2. My employees cannot read my mind
3. Tell people what needs to be done – not how to do it

My Life's Lessons

4. Allow them to fail – safely
5. Trust but verify
6. If I do more, my employees will do less
7. Raise the bar
8. Role play

My Life's Lessons

9. Bounce my thoughts off someone I trust
10. Be your own coach – write down the real issue, help organize your thoughts, take a step back
11. On my drive home – assess how I coached that day
 - What went well
 - What didn't go well
 - Apologize if necessary

For me...

I don't have one 'approach' to Coaching

But...

Every day I just try to do a little bit better than
the day before...

THANK YOU



Thank you for joining us!

www.mfrall.com

763-533-8239

ma@mfrall.com