



PETRA PLANNING

THINKING STRATEGICALLY: ALLEGIANCE FLOORS



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LIFE LESSONS for BUSINESS OWNERS

Thinking strategically leads Allegiance Floors to 50% annual revenue growth with improved execution and customer service

A Gazelles International executive coaching success story

12 months ago, Allegiance Floors in San Antonio, Texas, facing strong revenue growth, was too entrenched in its day-to-day operations to effectively follow through on strategic planning. The company engaged Gazelles International accountability coach Rob Simons to help its leadership team to clearly define and accomplish strategic goals, instead of focusing on daily tactics. In just one year of coaching with Rob, Allegiance Floors' revenues have increased by 50% while the company's ability to execute actually increased.

Co-founder Frank Wagner explains that Rob hasn't just helped Allegiance Floors achieve unprecedented revenue growth; he's helped them navigate the growth successfully. He explains, "We are a project management business. When we were smaller, we were managing maybe 10 projects a month. Now we're managing more like 50 projects a month. This is a lot harder to do well. Our entire organization needed to get more specialized, and Rob led us through that process. One of our big initiatives last year was to make sure every single employee was in the right role, with the right responsibilities. We created new positions, shifted people around, hired new employees and let some go. The organization today is performing dramatically better as a result."



As an insightful guide and dynamic teacher who is passionate about helping companies grow, Rob and the Petra Coach team works with Allegiance Floors every quarter to come up with a fresh strategic plan—and guides them to consensus. "This creates instant buy-in, because we all defined our priorities and our plan for execution together," explains Wagner. "Now in our fifth quarter with Rob, we have executed 25 major initiatives that everyone's completely bought into. And we understand exactly what we need to do to move toward our goals. For example, we've already surpassed our 80% benchmark of 'no surprises' for customers by ensuring that problems are anticipated and resolved 85% of the time."

Wagner believes that every business, no matter how successful, can benefit from working with an executive coach. "I used to think that Allegiance Floors didn't need coaching support. But then I realized that all the best sports teams and athletes in the world have a coach helping them identify and implement their strategy. Today I think, 'What was I doing all these years without one?'"

The daily grind of growing a business is tough... it doesn't have to be that way. We work from our own business experiences while focusing on your business – as coach and an accountability partner. We implement the Petra Process in a way that ensures it "sticks" then we stay engaged to keep you on your path to success and less frustration. We don't want this to be just another thing you start – then it gets ignored and finally dies... let's stop that cycle in your business. The Petra Program 'clarifies' what is most important to be done – by whom, by when – AND creates an accountability structure to ensure IT GETS DONE.

THE PETRA EXPERIENCE

The Petra Experience is like a Mental Marathon of focused effort to create a specific set of priorities and a planned process to achieve them... as a team.

Looking to change your business life - forever?

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*Rob Simons is an entrepreneur coach with business coaching firm Petra.
Visit his blog at www.petracoach.com for more business and leadership insight.*

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