

Growth Coach: The means to a beginning for independent business owners

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At some point in life, everybody needs help -- even those in the business world. This belief has led Terry Bieberly and Tom Hymer into an organization that does just that: help independent and professional business owners learn how to better manage their business while not neglecting their personal lives.

“What we’re about is helping (business owners) get a different perspective in what they’re doing and help them get a balance back into their business life and into their personal life,” said Bieberly, growth coach and owner of The Growth Coach of Wichita. Currently, The Growth Coach has more than 140 markets across North America.

For Hymer, a growth coach, his and Bieberly’s duties are similar to an athletic coach.

“We’re there to guide (business owners) and help them become successful in their business. A player by himself cannot see the perspective that someone else can see when they’re playing,” Hymer said. “We’re able to take an outside approach.”

For more than 20 years, Bieberly worked in management predominately for telecommunications businesses.

“Unfortunately, I was always put in a position where I was forced to down-size,” he said. “I knew that probably if I stayed in (that) industry, the same thing would happen to me. And, it happened a year ago when we got bought out by a larger company.”

Despite being out of job, Bieberly said the event was actually a life-changing situation wherein he could re-evaluate his life.

“I was always a goal-oriented person, and my goals were personal -- like getting a car or earning a certain amount of money. I found it really never made me happy,” Bieberly said. “So I looked at impersonal goals, like what type of service is out there for business owners that I could help fill in a gap that I’m good at? ... I found that (Growth Coach) provided an ideal service to fulfill my impersonal goals, because (it allows me) to help business owners feel less like they’re a prisoner of their own business.”

Hymer, who was also employed in the telecommunications industry, joined Growth Coach after his retirement in January. Having formerly been self-employed in the shoe business and later working with small businesses and corporations, Hymer said he can relate to the gamut of Coach’s clientele.

Bieberly and Hymer’s methods include one-on-one sessions with a growth coach (called sounding boards) and group sessions. Sounding boards typically meet between an hour to two hours monthly, twice a month or weekly, depending upon the client’s need. During these sessions, a client can vent their frustrations about their business or even their personal life. For example, Bieberly said, it’s not uncommon for a growth coach to serve as an ear for a client who feels unable to talk to their friends or significant other about their business-related frustrations.

“As coaches, we can offer a different perspective and look at the situation without blinders on,” Bieberly said.

He gave the example of one of a client who was the head cook of Pizza Hut. His passion, Bieberly said, was in making pizzas. Eventually he decided to open his own restaurant, but “felt more like a prisoner because he was doing less and less of what he loved and was doing more and more of the things he didn’t enjoy -- like hiring, firing, maintaining employees and cleaning.”

“It was during one of our sessions that he brought up that he dreaded going to work, so I asked him, ‘if you were to pay yourself an hourly wage, what would it be?’ The gentleman said \$150 an hour, so I asked if he would pay somebody else \$150 an hour to clean the bathroom or bus tables,” Bieberly said. “(These sessions) get them to think and get them out of the business mindset and into the strategic mindset to process and look at reality and what the issues really are.”

Bieberly gave another example of a contractor who earned 85 percent of his revenue doing roofing, but who spent a majority of his time working on projects that didn’t

benefit him financially. It was during a one-on-one session that he realized he could earn more money in less time by strictly concentrating on roofing projects.

The group sessions (or workshops) consist of between six to 13 business owners who meet for eight day-long sessions every 90 days over a two-year period. Each workshop consists of different content which exposes the clients to goals, a business plan and an action plan.

“What I like about (the group session) is that it’s a lot more than a one-time seminar with an effective speaker who has a great message and pumps you up so you’re ready to go until the next day,” Hymer said. The quarterly sessions, he said, allow the growth coaches to check their clients’ action plan follow-through. In between the sessions and workshops, the coaches will have a conference call with a client to check on their progress.

“One of the main things we do is we hold them accountable to their goals and action plans for their business and lives,” Bieberly said. “We make sure the client has the tools available to them to set out to accomplish their goals, and we follow-up on the promises they gave to themselves. We can also be a cheerleader if they accomplished a specific goal.”

Hymer said in their workshops, the three most commonly discussed issues amongst business owners, regardless of size, is cash flow -- whether there is a profit, finding the right employees and retaining those employees. Another issue, he said, is the lack of family time.

“It can really be a reality check sometimes because some owners and so mentally and physically consumed with their business,” Hymer said.

While Hymer admitted that some businesses may perceive themselves as not benefiting from a growth coach, he said the audience Growth Coach is looking for realizes that even the most successful owners and operators can use a sounding board or workshop to boost their business to an even greater success without ignoring their personal life.

For more information about Growth Coach of Wichita, Bieberly and Hymer, visit businessandlifecoaches.com. Bieberly can be contacted at [\(316\) 361-0828](tel:3163610828) and Hymer can be contacted at [\(620\) 727-1821](tel:6207271821). Growth Coach of Wichita offers a money-back guarantee.