



Ag Business Grows Stronger with Executive Leadership Coach



DuPont Seed Treatment Enterprise

Much like a new plant sprouts from the ground, so did DuPont's new seed treatment venture. While the groundwork was laid for success from the get-go, this built-from-scratch enterprise had to find its own way to success.

"About 12 months into the new venture, we were emerging from our "storming" phase when things were a bit chaotic as they typically are when you begin a new organizational initiative. As we looked forward to our "norming" phase, when things should level out a little, we decided we could use some help with the process. That's when we called Monte," said Mick Messman, Director, DuPont.

Old Colleagues Forge New Partnership

As it turns out, ActionCOACH Business Coach Monte Wyatt and Mick Messman were co-workers nearly 15 years ago, but that's not where their partnership ended.

"Monte and I reconnected through social media, and I thought his skills would be very helpful to get us to that next level," said Mick. "We needed to build our own culture of success within the team. We had core values from our parent company, but needed to get to a deeper level with a higher functioning team. We knew what we needed to do, but didn't necessarily know how to get it done efficiently."

Monte met with Mick and his leadership team and took a deep dive into determining appropriate team and individual objectives, our Guiding Principles, and enterprise messaging.

"Monte really pulled us together with an activity to create the guiding principles for our group. They were unique to our organization, but complemented the overall core values of DuPont, making us more effective at what we do," said Mick.

Focusing on the Who and What

"We came into the formation of the team with an agreed upon strategy, and Monte helped us tighten up our messaging and offerings. We've been going through the process of prioritizing initiatives for the past three years," said Mick.



ActionCOACH Monte Wyatt

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

"As a new venture, we have so many great ideas and opportunities, but more than we had budget and processes to handle," said Mick. "Monte helped us create a process to further prioritize the portfolio we had, focusing on those projects we agreed we wanted to do for our customers."

By fine-tuning who they are and what they do, DuPont Seed Treatment Enterprise is able to communicate more effectively with internal and external audiences.

"With message mapping, Monte helped us better communicate with our senior leadership team and business partners. We had greater clarity of our business objectives and knew where investments needed to be made. It also helped our customers understand who we are, and what we do."

Right People, Right Place

Ask any successful executive, and they'll tell you, having the right people on your team is crucial to the success of the business. Mick agrees.

"Monte was a great partner for myself and other members of the leadership team, as we worked to not only recruit the right people, but to develop the right skills within our current team."

"He spent a lot of time working with us one-on-one to ensure that we were asking the right questions of potential new hires and developing our current team effectively," said Mick. "He taught us to use our guiding principles as a framework for new-hire interviews and performance management."

While Mick's team had many internal capabilities, one area where they found opportunities for growth was in new business management. While they were born of an existing business, they still had to develop their own processes.

Finding Calm after the Storm

Mick and his team brought Monte in to help transition from the "storming" phase of a new business venture to the "norming" phase when things calm down a bit. And calm

Client Success Stories



*Mick Messman
DuPont Seed
Treatment Enterprise*

doesn't mean slow, but rather, smooth. The relationship has evolved from an initial deep dive with the team, quarterly planning and training sessions, one-on-one coaching sessions with Mick and his leadership team, to where Monte is serving the team on an as-needed basis.

"Monte has put us in a good position to execute our plan. I definitely see value in the work that he does and how he helps our team and will absolutely bring him back in for future projects. Monte has a very close connection with our core and extended team," said Mick. "He's more than a strategic coach. He's a people and leadership coach. He's great at building relationships and making people comfortable."

And while Mick applauds Monte's ability to forge connections wherever he goes, he also commends him on his keen eye for objective feedback.

"Monte can challenge you in a way that's not connected to any internal position or agenda. The thing I like about Monte is that he coaches for improvement with fresh eyes," said Mick.

"He's got the objective perspective you need to see things differently, and he has the skills to help you accomplish your goals."

"He has a gift for the human element and people dynamic, along with good strategic insight that complements this ability."

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