For business leaders who really strive to consistently deliver excellence in their work.

The Coughlin Company Promise
You will be better equipped to consistently deliver excellence in your work.
The Four Elements of Excellence

**Individual**
Clarify your purpose, understand your Self, and apply your Self to fulfill your purpose.

**Leadership**
Influence how other people think so they make decisions that improve results in a sustainable way.

**Management**
Convert resources into results that improve the organization.

**Team**
A group of individuals who support one another toward fulfilling a meaningful purpose and achieving important outcomes.
What is Excellence?

Excellence is doing the best you can at whatever you’re doing while simultaneously learning how to do it better the next time.

About Dan Coughlin

In 1998, Dan Coughlin founded The Coughlin Company, Inc., a management consulting firm that works with business leaders on an individual and group basis to increase their effectiveness and significance.

Effectiveness - acting in a purposeful way which improves key results in a sustainable manner.

Significance - making a tremendously positive and lasting impact on an organization.

His areas of emphasis are personal effectiveness, leadership, communication, teamwork, culture, productivity, innovation, and branding.

His client list includes McDonald’s, Toyota, Kiewit Corporation, Affiliated Distributors, Marriott, BJC HealthCare, Coca-Cola, GE, Anheuser-Busch InBev, McCarthy Building Companies, Shell, RE/MAX, Subway, Abbott, Prudential, Boeing, Cisco Systems, American Cancer Society, and the St. Louis Cardinals. Since 1998 he has worked with more than 200 organizations.

They have the want to.
They need the how to.

Dan serves three roles for his clients: teacher, advisor, and guide.

His approach is being down-to-earth, encouraging, friendly, patient, results-focused, honest, engaged, firm, respectful, open-minded, caring, collaborative, prepared, and challenging.

It’s an approach that avoids arrogance, rudeness, putting people down, negative judgments, and belittling other people’s efforts.

Dan Coughlin’s core belief is that any person can make a significant difference in an organization, but no one is born with the traits necessary to make a significant difference. These are learned thinking traits.

He is the co-author of the book, The Any Person Mindset: Be Accountable to the Difference You Can Make.

Offerings

Dan Coughlin teaches how to strengthen excellence in the following ways:

- Executive Coaching
- Keynote
- Half-Day Workshop
- Full-Day Seminar
- Two-Day Retreat
- Webinars
- Group Coaching Sessions
- Guide for Group Decision-Making

thecoughlincompany.com
**Individual Excellence** requires clarifying your purpose, understanding your Self, and applying your Self toward the fulfillment of your purpose to the best of your ability while learning how to do it better the next time.

Determine why you do what you do for a living.

Define your meaningful measurable objectives.

Identify the benefits to yourself and others if you do a great job.

Understand your Self so you know what you have to apply to fulfill your purpose:
- Your character strengths, talents, passions, and values
- Your sources of self-confidence
- Your journey to becoming you
- Your temperament
- Your decision-making approach

See the value of paired opposites.

Focus and sacrifice:
- The 1-3-6 Process for Focusing Your Activities
- The Four Aces Approach

Shift from negative emotions to positive emotions.

Invest in personal reflection and discernment.

Awareness, Acceptance, Decision, Action

Cross the bridge from intention to action.

Choose your role, then choose greatness.

Don’t compare yourself to others, learn from them.

Schedule thinking time and non-thinking time.

Avoid arrogance.

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**Leadership Excellence** requires influencing how other people think so they make decisions that improve results in a sustainable way to the best of your ability while learning how to be a better leader the next time.

Know The Parameters of Appropriateness (topic, timing, wording, tone).

Master the fundamentals of communication (Communication 1.0: clarity both ways).

Master the fundamentals of empathy (Communication 2.0: working to understand what another person is thinking and feeling, and then responding appropriately).

Recall how other people have effectively influenced you.

Answer The Four Critical Leadership Questions.

Never stop writing handwritten letters.

Maturity:
- Focus on organizational causes, not internal drama.
- Focus on taking time to learn, not impulsively jumping to conclusions.
- Learn from a wide variety of people and situations, not thinking you have all the answers.
- Be deliberate with your emotions, not reacting instantly.

Challenge the status quo mindset when you feel it’s necessary.

Realize why clarity and conviction beat charisma.

Value Underdog Leadership (the necessity of stacking the odds against yourself and your organization).

Remember: leadership is not a label.

See the illusion of control.
**Management Excellence** is converting resources into results that help your organization to the best of your ability while learning how to do it better the next time.

Understand your management method - how you personally convert resources into results.

**People - selection, placement, and development.**

Culture - the beliefs people across an organization consider to be so important they drive behaviors on a consistent basis.
- Culture is represented by the stories we tell.
- Create an environment where motivated, competent people can succeed.

**Strategy** - defines the business you are in and what it will do to achieve the desired results.
- Avoid the trap of focusing on what was rather than on what is.
- Depend on a concept, not a customer.
- Why us, and why not us?

**Planning - general objectives with specific measurable indicators of success.**

**Tactics** - how you bring value to customers.

**Execution** - planned actions with timelines and assigned responsibilities.

**Brand** - the value customers think they receive when buying a certain product, service, or experience.

**Innovation** - improving the value that people inside and outside the organization receive.
- The Process of Innovation
- The Cycle of Innovation

The mother of all power tools: simplify.

**Team Excellence** is a group of individuals supporting one another toward the fulfillment of a meaningful purpose and the achievement of important goals to the best of their ability while learning how to do it better the next time.

**Guidelines for teamwork:** respectfulness, honesty, open-mindedness, and caring.

**Clarity of purpose.**

**Clarity of objectives.**

**Clarity of roles and responsibilities.**

**Three levels of group effectiveness and the exponential value of collaboration:**
- competition, cooperation, collaboration

**Four ways to behave at the intersection of an idea (and only one is effective):**
- Negative and disengaged
- Negative and engaged
- Positive and disengaged
- Positive and engaged

**Communication approaches that ruin working relationships.**

**Communication approaches that strengthen working relationships.**

The Total Team Concept - everyone benefits when every person does the best he or she can do to support every other person toward the fulfillment of the purpose and the achievement of the desired objectives.
- It's aspirational.
- It's rare, but an extraordinary feeling.

**Conflict Resolution**
- Cut at the internal roots of conflict.
Executive Coach/Thinking Partner for Business Owners & Organizational Leaders

Dan Coughlin and the individual become thinking partners as they discuss an array of topics in a private, confidential manner. Every coaching session is very pragmatic and focused on improving business results.

Dan listens to the person describe situations with customers, employees, and suppliers on topics ranging from strategy, branding, innovation, revenue growth, planning, and execution to personnel, teamwork, leadership, personal effectiveness, and much more. He collaborates with the person to develop effective solutions and sends the client a feedback letter after every conversation.

Dan has served as an Executive Coach for more than 250 executives and business owners in more than 50 industries. The average length of the Executive Coaching relationship has been 18 months. He has also provided more than 4,000 Executive Coaching sessions.

Group Coaching

Group Coaching combines the benefits of group collaboration, leadership development on a wide range of topics, and individual attention for specific business situations.

A group can consist of leaders from one organization or multiple organizations. They can all be in one office or spread out around the world. Each session uses Zoom video conferencing so attendees can be in their office or home.

Dan guides the group through a series of leadership development exercises based on the homework sent to the group members. In addition, each participant is able to ask specific questions relevant to his or her work situation. The person then receives feedback from the other group members and from Dan.

“I had the pleasure of working with Dan Coughlin for 4 years. He has a unique ability to provide both individual & group development. As my Executive Coach he developed tools which challenged my thought process and enhanced the effectiveness of my decisions. While his perspective is wide ranging, he also is very effective with specific situations. He customizes processes based on your specific needs and stays focused on using the process effectively to help you achieve the desired result. His style of coaching leaves you feeling that you solved the issue and truly own the process. Dan’s ability to partner with an organization through focusing on opportunity is one of his many strengths that help you get to the result.”

~ Lee Renz
Central Division President, retired
McDonald’s USA

“Red Coaching with Dan was hands down the best coaching that I have ever received. I also admired the way he helped you identify your strengths and showed you how to enhance them and use them. I cannot say enough good things about the coaching.”

~ Kyle Sanders
Director of Business Development
G.T. Sanders

“The Zoom monthly sessions created ways to have face-to-face contact monthly, while not having to incur any travel costs. Breaking the group up into mini-groups also allows for more in-depth discussions and provides for practical solutions. Rotating the mini-groups provided different perspectives to issues each month. Dan was a great leadership mentor.”

~ Justin Capar
Assistant Controller
American Metals
Keynote Teacher/Seminar Leader

Dan Coughlin is not just a keynote speaker, he is a keynote teacher.

All of Dan’s presentations from keynotes for large audiences at major conferences to half-day and full-day seminars for smaller groups are based on building practical learning environments.

You will not hear Dan give long-winded lectures. He explains ideas and processes, reinforces them with stories and analogies, and gets audience members to put them into motion immediately.

His three main programs are:

- Accelerate Your Impact as a Leader
- Build Teamwork that Works to Win
- Innovate to Strengthen Your Organization’s Brand for Long-Term Success

They can each be offered as a keynote presentation or a seminar. He does in-depth research on every group before customizing the presentation to their specific situation.

Guide for Group Decision-Making
(Strategy, Planning, Innovation, & Branding)

Have you ever been the person in charge of a group, run a meeting regarding an important decision, and taken part in the small group discussions all at the same time?

It’s difficult because you have opinions on the topic that you want to share, and you might facilitate in a way that leads the group to your desired conclusion. How can you get other people to share their ideas and opinions, and still be able to share your ideas and opinions without shutting the group down?

This is where an experienced outside facilitator can make all the difference. In guiding group discussions, Dan Coughlin quickly establishes an environment based on respectfulness, open-mindedness, honesty, and caring. This allows everyone’s voice to be heard in discussing the decision that needs to be made.

“When I first met with Dan Coughlin to talk about my team, I had no idea what I was getting into. I was surprised and ecstatic with the depth of research Dan used to plan our day-long seminar on leadership. The day flew by thanks to Dan’s enthusiasm, willingness to listen, and the diverse plan of activities. Dan has a very simple approach to leadership and provided my team with good, repeatable strategies to improve performance. The feedback I have received has been all positive.”

~ Greg Suellentrop
North American Zone Director
Anheuser-Busch InBev

“After Dan successfully completed several management coaching engagements, we asked him to help with our strategic planning process for our four divisions. He met with me to define the outcome we wanted over several weeks of discussion. Then Dan spoke with each of the division leaders to make sure they knew what was expected. During the meeting, Dan made sure that we stayed on point in our discussions and asked probing questions. Each division was then tasked with an assignment to further define their strategy, and Dan worked with the leaders to help their efforts. A second meeting was then held, with Dan again running the meeting. It was very satisfying to see what each division had developed with his guidance and the respect that everyone had for each other during the process. Our management team thoroughly enjoyed working with Dan and the relationships they built with him.”

~ Al Koller
President
Koller Enterprises Inc.
Some of Dan Coughlin’s Clients

Free Value on Excellence at
www.thecoughlincompany.com

Archive of more than 100 articles and videos
Bi-weekly article
Weekly podcast
Daily blog

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Keep striving to pursue excellence in whatever you do.