

Business Coaching: Kay Pool and Spa Service Expands Strategic Approach to Growth

[Kay Pool and Spa Service](#) is a family-owned and operated pool and hot tub repair and services company located in Reading, PA. Focused on delivering the best quality customer service, their motto is to always go beyond what customers expect.

Challenge

Angie and Allen Weidner bought Kay Pool and Spa in 2009 as their first foray into the world of business ownership. Though new to owning a business, Angie and Allen worked hard to build the reputation of providing a great customer experience.

“We listen to our customers’ needs,” said Angie, co-owner of Kay Pool and Spa. “Our customers know we’re dependable, honest, courteous and knowledgeable, and we work hard to maintain that reputation.”

In the first few years of operation, Angie and Allen more than doubled sales, brought on additional employees and considered moving into a new facility to better serve customer needs. But then growth became a bit slower.

“Things started to feel stagnant,” said Allen, Angie’s husband and business co-owner. “We needed to figure out how to keep the business growing in a focused and intentional way, while ensuring we stayed committed to delivering the high-quality customer experience we worked so hard to build.”

On the guidance of a family friend who owned their own business, Allen and Angie decided to explore the benefits of a business coach. They met with a few different coaches to find the right fit for them and their business.

“We wanted to grow, but the reality is that you can’t grow if you don’t see the areas for improvement. We needed a coach to help with that, someone who was aligned to our values and mission, but we struggled to really find that right fit,” said Allen.

Solution

In 2019, Allen attended the NESPA Pool Show in Atlantic City where he heard Jay Forte present on hiring and performance issues. He approached Jay to learn more about his coaching services and a few weeks later, they began their business coaching relationship.

The Forte Factor’s Business Coaching process starts with self-awareness exercises to help managers and leaders better understand who they are and how they show up to their days. Using the Forte Factor’s Mindfulness Formula, the coaches guide

organizations through the process of becoming more aware of themselves, the business and the world it operates in to make more intentional and strategic business decisions. This includes all areas of the business, from hiring to financials to operations, and everything in between.

This approach to business coaching is unique because it starts with the leadership and management teams. When the leadership team can better understand who they are as individuals, it allows them to better understand and recognize how they show up to the job each day. When leadership is more self-aware and self-regulated, the rest of the organization benefits, including inspiring a better, more engaged and more developed workforce.

Results



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Angie Weidner, co-owner, Kay Pool and Spa

With Jay's guidance as their business coach, Angie and Allen gained a new perspective of their company, letting them focus – without judgement – on what was working and not working. This approach allowed them to create structured processes to ensure every part of the business operated as it should.

"I've worked on creating very specific processes so there's no confusion about how the business is run," said Allen. "We have a very specific process to how things work in the field, how things work in the office and how we run things on the back-end. In fact, we changed the way we hire after working through the Hire Wisely process with Jay and now we're more effective at bringing in the right people for the job. We know more of what we need and what's necessary for each position."

And the benefits of working with Jay extend beyond the business. Because of the unique focus on the individuals who run the business, Allen and Angie learned a lot about themselves.

"I realized I'm a reactor," said Allen. "I would easily get frustrated and react to frustrating situations instead of thinking things through. Jay helped me see the benefit of responding, of taking a second to think before I react, and it made a huge difference. I don't get so easily

frustrated by things now and can more easily see what's working and not working so we can make a calmer, more strategic decision about what comes next."

"One of the tools Jay shared with us that resonated the most is the Energy Funnel," said Angie. "Allen and I realized that we have similar personalities and sometimes we can clash because we both have very strong personalities and feel strongly about what we do. And when we react instead of respond, it's a huge thing. Learning how to stop and notice and see where we're at helps us think and process things. We know how to work through what's working and what's not working, consider other options and then choose and act on the best one. The process has helped us make better business decisions and, admittedly, it's helped our marriage too!"

"Making an investment in a business coach is a big decision, and one we didn't take lightly. It can be hard to say something is worth the time, money and energy when you just can't be guaranteed an increase in sales or customers or anything," said Angie. "But it's been almost two years since we started working with Jay and we've learned so much and grown so much. This was so worth it."