

THE JASON WOMACK COMPANY.

The Jason Womack Company Client Success Story #1

Helping a Vice President Emerge from Overwhelm to Work More Efficiently with his Team

Client Profile: Craig Sieber, Divisional Vice President
The Brickman Group, Ltd.

Mastering Workplace Performance – Executive Coaching

Craig Sieber is Divisional Vice President for The Brickman Group. Sieber manages operations for 13 branch offices as well as a team of regional managers and other direct reports.

Challenge

Craig Sieber was experiencing overwhelm in managing the volume of information coming in everyday – which impacted his effectiveness in delegating and tracking projects among his team.

"I had very high expectations before my first engagement with Jason," says Sieber, who engaged with Womack based on a suggestion from a colleague at a Fortune 500 company. "He definitely met these expectations, and then some."

Working with Womack: Vice President Overcomes Overwhelm

Like many executives, Craig pinpointed that the sheer volume of emails he had to manage each day was impacting his performance.

Working one-on-one with Sieber in his Brickman Group office, Womack observed Craig's working style throughout a typical workday. Watching *what* Sieber did at work, and *how* he choose to do things, Womack quickly uncovered the habits that were holding him back, and structured a customized plan for improvement. Email was only one area in need of attention.

Sieber appreciated that Womack's plan included both strategic and tactical recommendations on workplace performance. The suggestions he made were ones that Sieber could implement right away.

"When Jason coaches you on areas for improvement, he actually sits with you as you implement his recommendations, answering questions and guiding you as you try out new strategies for the first time."

Womack's closed-loop coaching process helped ensure that Sieber began to anchor the newly recommended work behaviors right away.

Strategic and Tactical: Covering All the Bases

Sieber points out that Womack covers all the bases, going from the strategic level – in terms of assessing how Sieber planned and prioritized his workflow – down to the tactical level. In Sieber's case, tactical measures involved introducing technology tools to help him extract more productive hours out of the day.

"When Jason saw how much of my day is spent on web conferences, for example, he saw it as an opportunity for me to recover a portion of my day. He recommended setting up a second computer monitor and now I can get a substantial amount of work accomplished while still being available and involved in a meeting."

Outcomes: More Efficient Work and Communication Each Day

Sieber attributes a 15% gain in personal productivity directly to Womack's coaching. This productivity gain has had a trickle-down effect throughout Sieber's team. "I notice I'm far more productive in the way I interact with people," Sieber says. "For example, Jason showed me not just how to 'manage email' volume, but how to write emails in such a way that I get faster and more detailed replies back from people."

"This means every emails that goes back and forth has much more value to me now. Today, I'm getting more work done in a day, and I'm better at coordinating and tracking the work activities of more people. It makes for more efficient work and communication each day."

"Compared to other consultants, Jason's strategies have had a dramatically bigger, and lasting, impact. His workplace performance training helps you stay organized in this fast-moving world, and he knows how to take you several steps ahead of where you are."