

GrowthSource Success Story

Coatings manufacturing entrepreneur clarifies his mission and brings an unfailing process to a complicated system that will revolutionize the transportation industry



Robert McDonald- CEO

Syner-Co. International- San Diego, CA

Robert McDonald joined GrowthSource Coaching in July of 2011. He is the CEO of an industrial coatings manufacturer that provides anti corrosion surface coatings for the transportation and shipping industries. After struggling for years with organization and an overall strategy to penetrate the trucking industry, Robert developed the clarity and skills to put his business on par with the global market he wants to serve. You can visit him at <http://www.syner-co.com>

Please give us a snapshot of where your company was prior to working with GrowthSource Coaching.

Before I met Steve I was blindfolded throwing darts at the dartboard and just hoping things would work out and that I was doing the right thing. I had a vision of what I wanted, but to take those concepts, articulate it, and make other people understand was one of my challenges.

I couldn't measure what I was doing... I had no process or system from lead capture to sitting down with high-level decision makers. I tried tons of things on my own... marketing campaigns, sales campaigns, any idea I had I was trying. I had no direction or understanding of proper ways to do things.

What changes or improvements do you attribute to working with GrowthSource Coaching?

Working with Steve, he helped me organize my business and understand how to get repeated, successful results. He showed me how to fine tune things from "pretty good" to "exceptional" and leading the industry. He's had the ability to take my vision and line it up - he took a jumble of ideas and helped organize, refine, and articulate them in a way other people would understand them.

What part of GrowthSource Coaching and Steve's coaching process did you find most valuable to you?

Ever since working with Steve I've moved from guesswork and hope to a greater level of understanding and confidence in what I'm doing. I'm no longer guessing and re-guessing. It's so easy to work with Steve and he has such a way of understanding what you're talking about and to bring that out. I went from spray and pray to knowing what my next step is and what I *should* be doing versus what I *shouldn't* be doing.

When talking with Steve, I never feel that one of my ideas is stupid. It's having confidence and trust in somebody that you're working with to make your vision or dream come true and being open to share and to put across ideas and get feedback. I feel very natural with Steve and there's an ease in working with him. I can ask him anything.

What would be your strongest recommendation to encourage anyone considering joining GrowthSource Coaching?

The most beneficial thing about having coach/consultant to work with is that you have a trusted person who has an intimate knowledge of you and your business. It's someone who you have a confidence and level of trust to help you deal with issues and obstacles. You have someone to bounce your ideas off of, no matter how ridiculous it might be. Sometimes you have great ideas but they're just rough around the edges.

A coach will give you their perspective and typically they won't be emotionally charged like we would when dealing with an issue. They can help you see it from a different way or help affirm what you're doing. They're an advisor to help guide you and direct you and they're very beneficial to your business.

Want to get results like this? Visit the home page of [GrowthSource Coaching](#) and sign up for a complimentary Business Strategy Evaluation with a professional business coach who can help you determine the exact areas where you need to focus to get the results you want.

For more Success Stories, go to <http://www.GrowthSourceCoaching.com/GSC-Client-Success-Stories.html>