

# Coaching leads to better business results



ARTISAN HR  
Strategic Solutions For Developing Talent



The work at The BAY is centered on creating opportunities for youth to connect them with positive activities, positive adults and the community. The BAY defines its work in terms of building core values, supportive structures and skill sets in youth. The goal of this strength based work is to nurture resilience, shape competencies, teach tangible career skills, encourage independence, form positive support systems and inspire hope for the future.

*“I knew that what I was doing wasn’t working, and that I needed help. My coach provided me with the climbing gear to get over that mountain.”*

Austin Bonk  
Cafe Director  
The Bay

## About

The BAY is a 501(c)(3) non-profit skatepark, music venue, art gallery, and cafe in Lincoln, NE. It was founded in 2010 on the belief that young people need three things: someplace to be, something to do, and someone to look out for them. To date, over 9000 individuals have accessed The BAY and its services. In 2015, The BAY received the Lincoln Homeless Coalition Outreach award.

To learn more, visit [www.thebay.org](http://www.thebay.org).

## This leader boosts profit margin by 21%, launches next phase 6 months early with Artisan HR

A 12-week coaching program helped The BAY’s Cafe Director to engage his employees in such a way that reduced re-work and re-training. As a result, he was able to launch the next phase of the cafe six months earlier than scheduled. Additionally, he improved upon business practices that led to an increased profit margin of 21%. Beneficiaries of The BAY’s services will see over \$6 for every dollar invested in Austin’s coaching.

## The Challenge

Austin Bonk, Cafe Director of The BAY, was frustrated by how much time he was spending on daily operational tasks. Further, his leadership style was not getting the results he wanted with his team. He felt that communication with his team and with the Board of Directors was ineffective, and every day seemed to bring new conflicts. As with many non-profits, he had never received any coaching or training to be a better leader. Austin knew something was off, but he didn’t know what it was or how to fix it.

**\$4,800**  
Annualized savings

**21%**  
Increase in profit margin

**6x**  
Return on Investment in coaching



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## The Solution

Working with his Artisan coach, Austin explored organizational tools that could help him to be more efficient with his time. By practicing these skills during the coaching engagement, he was able to gain real-time feedback which he then brought back to discuss in subsequent coaching sessions. This process allowed Austin to make any necessary corrections as he created new habits.

Austin also realized that he had an unhealthy perception of how a leader should act, which was hindering his ability to be successful. By exploring his beliefs, attitudes, and strengths, Austin was able to bridge the gap between holding people accountable and showing his employees that he cared about them individually. His leadership style became more effective as the coaching engagement progressed.

As he began to see success at being more organized and more effective, Austin discovered that communication with his team began to improve as well. He was able to make expectations more explicit so that everyone was on the same page. He noticed that the team became more engaged in their work and took greater ownership for the Cafe's success.

*“Coaching is much more personal than training seminars are, and the guided approach that my coach took with me helped me to find my own path to leadership development”*

*- Austin Bonk*

## Results

As a result of his 12-week coaching engagement with Artisan, Austin insists his team has never been stronger. Everyone is unified toward the same goal, and the amount of re-work and re-training has decreased significantly. Austin can sit down with the Board of Directors with greater confidence now and show what he has accomplished.

Because he is more efficient with his time and processes, Austin was able to analyze his current business practices. From this, he negotiated a lower cost of goods, which will save the Cafe about \$4,800 annually. He also increased his profit margin by 21%, an estimated \$14,000 additional profit this year alone. Not only that, but Austin was able to launch the next phase of the Cafe - made to order food items - six months earlier than anticipated.

Most importantly, the additional money generated from Austin's growth as a leader goes directly toward the mission of The BAY. This means that the beneficiaries of the services offered by The BAY receive over 6X more than the dollar amount invested in Austin's coaching.

## Ready to see how Artisan can help you grow?

Call

(402) 937-0278

Visit

[Artisan HR LinkedIn Page](#)

Email

[travis@artisanhr.com](mailto:travis@artisanhr.com)