



Shannon Waller

Shannon Waller is a passionate expert on entrepreneurial teams. With Strategic Coach® since 1991, she's the creator of The Entrepreneurial Team® Program, a parallel program for team members of Coach clients, the focus of which is to foster a winning Entrepreneurial Attitude in its participants. A key decision-maker at Strategic Coach, a Kolbe Certified™ Consultant, and a recognized entrepreneurial team expert, Shannon is a sought-after speaker, presenter, and coach. She also co-authored the best-selling book *Unique Ability®: Creating The Life You Want* and, most recently, wrote *The Team Success Handbook*, a wealth of distilled teamwork wisdom with 12 actionable strategies for working successfully in any entrepreneurial company.





Kolbe Professional Award Submission

Shannon Waller 3 2 9 5

Creator of the Strategic Coach Team Programs

Co-author: *Unique Ability®: Creating The Life You Want*

Author: *The Team Success Handbook: 12 Strategies For Highly Productive Entrepreneurial Teams*

Certified Kolbe Consultant since 1995

I'm honored to be nominated for this award! Kolbe is an integral part of my professional and personal life, and I'm thrilled that my passion for it has benefitted others.

Unlike most Kolbe Consultants, I am a coach to Strategic Coach® entrepreneurs and their teams, and I coach Kolbe in that context. Strategic Coach is an organization whose purpose is to *"free up ambitious, successful, growth-oriented entrepreneurs and help them to grow 10x and build a Self-Managing Company while significantly increasing their quality of life. We do this by providing exceptional workshop programs and Knowledge Products, by creating a community of like-minded entrepreneurs, and by authentically living what we teach."*

Kolbe is an integral part of our Program, along with our Unique Ability® concept in which people identify the abilities at which they are the most passionate and highly skilled, and that make the biggest contribution. The Kolbe A™ index provides immediate clarity and insight into how people innately solve problems and describes so well the types of activities for which they have mental energy.

Personally, I've decided that I won't coach our clients without knowing their Kolbe MO. My goal has been to expose Kolbe wisdom to as many people as possible so that they can take advantage of the incredible capabilities it provides for greater teamwork, satisfaction, productivity, and success. We want Kolbe to be as much a part of their company culture as it is here at Coach, so I always recommend that our clients set up their own Kolbe WAREwithal® account so that they have access to their own data, and that they get Kolbe Certified themselves, which many have.

After I became a Kolbe Certified Consultant in 1995, I immediately started using Kolbe in my newly created Strategic Assistant® Program. As a brand new coach, I wanted the advantage of knowing how my new clients solved problems, especially since their MOs were significantly different from their entrepreneurs' and from my own (3295). It helped me to explain entrepreneurs to their team members, and team members to their entrepreneurs. Shortly afterward, we integrated Kolbe into the regular Strategic Coach® Program for entrepreneurs.

We do Kolbe profiles for all of our Strategic Coach clients, Team Program participants, Couples Connection® participants, Unique EDGE® clients (18- to 24-year-olds), and potential new hires—approximately 1,000 per year in total.



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To date, we have had Kolbe profiles done for over 4,100 entrepreneurial team members in the Strategic Coach Team Programs, over 13,000 entrepreneurs in the Strategic Coach Program, and over 1,100 clients in our Unique EDGE Program.

My mission in supporting entrepreneurial teamwork has always been to bridge the gap between entrepreneurs and their teams to help them better understand and appreciate one another. Kolbe is the fundamental tool that we use in all Strategic Coach programs to help people understand and appreciate their own capabilities and talents so that they can have Unique Teamwork with people with complementary abilities.

Because entrepreneurial companies differ significantly from larger corporate structures in terms of having much more fluid roles, the primary tools the other coaches and I use are Kolbe A profiles, Kolbe RightFit, and the Kolbe Comparison A to A Report.

Currently, I coach Kolbe in the following situations:

One-on-one coaching calls with Strategic Coach clients: My first reference point when coaching a client is their Kolbe MO, and I bring it in to the conversation so that they can bring their innate problem-solving capabilities to bear on their situation. I love reinforcing their strengths! As they often know their team members' Kolbe profiles as well (given that I STRONGLY encourage them to), the dynamics of Kolbe in relation to teamwork is often part of the conversation.

Quarterly Strategic Coach Team Leader Program: In my two groups (one in Toronto and one in Chicago), Kolbe is a frequent part of the conversation due to its relevance to teamwork, relationships, and behavior.

Strategic Coach Team Onsites and Leadership Onsites: As my focus is always on creating Unique Ability® Teamwork, Kolbe is an essential part of my work with our clients' teams and team leaders at onsite workshops. There are several leadership groups with whom I meet quarterly, and Kolbe becomes part of their culture, language, and roles. We do a Team Spreadsheet Of Strengths, of which Kolbe is an essential part. I love how Kolbe awareness and wisdom gets people out of their role-based thinking and into Unique Ability.

Strategic Coach Couples Connection workshop (held twice a year, with approximately 100 couples): We do Kolbe A profiles for all the participants and their spouses, and as soon as the A to A Comparison came out, we integrated that profile as well, which has had a profound impact.

As the resident Kolbe "expert," I spend significant amounts of time at each Couples Connection, deepening couples' understanding of their Kolbe profiles, explain-



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ing how they're similar and different, and illustrating where they might be in Competition or Conflict. I really love helping couples see each other, not through the lens of "Why isn't s/he more like me?", but instead to appreciate the talents each of them bring to the relationship and to have compassion for their partner. Numerous couples have thanked me for clarifying what they thought was a relationship problem, and now they can see their life partner in a more favorable light.

At Strategic Coach: In addition to coaching clients, I also coach our team to help them better understand their own talents and strengths and their teamwork with others.

All of our Program Advisors (who are also Kolbe Certified) do a Kolbe presentation in the workshops, which I've designed, and I coach them on how to dynamically and effectively communicate the information.

Kolbe Wisdom has been essential to the development of my awareness and understanding of human potential and is absolutely instrumental in my work to facilitate Unique Ability Teamwork. My mission in life is for Unique Ability Teamwork to become the new normal—that people will base their careers and their life's work on their innate talents and passions instead of on preconceived roles that they try to fit into and then blame themselves when they fall short or are unsatisfied. Kolbe is the fundamental tool to give people insight into themselves and is always my starting point. I'm incredibly grateful for the gift that Kolbe has given me, and I'm passionate about the impact it can have on the world.

Thank you!



What Shannon's Clients Say About Her

Shannon Waller has taken our team to an entirely new level. Her talent for understanding and coaching the team dynamic is an incredibly powerful force for positive change on any team. Following Shannon's Kolbe coaching, our team now understands the three parts of the mind and why the conative side is so important within the team dynamic. They have a clear understanding of how each member of the team goes about their work and how important each style is to the overall skill set of the team. Each person's uniqueness is now embraced and emphasized.

Shannon has also had a huge impact on me as an entrepreneur, coaching me one on one on how to best manage our team and move them forward. She is an elite-level coach, her knowledge of the team dynamic second to none. Through her tremendous energy, everyone she coaches feels her compassion and passion for the understanding and betterment of individual team members and teams as a whole.

Our teams have developed a new sense of awareness thanks to Kolbe and Shannon. You could not have nominated any more deserving person than Shannon for this award.

Matt Curry
Curry & Company
Brooks, OR

Shannon introduced Kolbe to our entire organization three years ago at an onsite workshop. That was when the light bulb light went on for me: I understood why we were not productive as a team. At that time, we had only one part-time Follow Thru and had managed to clone a team of 50% Quick Starts and 50% Fact Finders. So, as Shannon says, we were great at Making It Up, but had no one Making It Real or Recur. After that, I went on a quest to hire Follow Thrus and have since added four to our team. Wow! What a difference! I remember Shannon telling me that I wouldn't believe how much just adding Follow Thru would impact our organization. She was right.

Shannon's coaching with me has brought me to an amazing understanding of Unique Ability and has helped me get back on track with what I do best. She has guided me on using Kolbe to bring one of my abilities, coaching team members, to a level that is nothing short of amazing.

Needless to say, we are Kolbe enthusiasts and have even had one team member certified as a Kolbe Specialist. We use Shannon's wisdom and coaching on Kolbe in hiring decisions and in creating Unique Ability Teams across functions to provide greater productivity. Kolbe has proved to be an extremely helpful tool, but it would not have gained traction in our organization without Shannon to help us understand just how to use it to grow. THANK YOU, Shannon!

Terry Powell
Franchise Source Brands International
Southbury, CT



What Shannon's Clients Say About Her

We've worked with Shannon on a number of initiatives over the last several years where she has used her incredible Kolbe insight for individual coaching, in workshops, at company sessions, and with our leadership team. Our leadership team regularly works with Shannon to deepen our Kolbe understanding and continually strengthen our teamwork. Each of us feels we've taken the company further through these sessions.

Kent Pilcher
Estes Construction
Davenport, IA

I remember when I first started as a Program Advisor, and the time had come for me to do my very first Kolbe presentation. Seeing as I was nervous, any support available would have been greatly appreciated; however, at that time, there were no resources aside from studying the materials. Shannon stepped in, as she does, and not only went through a mock Kolbe presentation (including fake audience members she spoke to), but she also arranged to have it recorded so any other new Program Advisors could benefit from the additional training as well. That's what Shannon does; she helps. She doesn't JUST help—especially if it is on a subject she loves like Kolbe. She knows it inside and out, and you can see she is extremely passionate about it. She came in with the ferocious passion most people only dream about having, and she knocked it out of the park. You get excited about Kolbe when you hear Shannon talking about it. You can't help but celebrate your talents when you're part of the Shannon Kolbe Party, and that is an amazing gift she gives the entrepreneurial world.

Charlene Proctor
Program Advisor, Strategic Coach
Toronto, ON

I feel very fortunate to not only work with Shannon Waller at Strategic Coach, but also to have been coached by her for over 20 years. Shannon is extremely passionate about having the right people on the bus in the right positions using their natural striving instincts. I have seen dysfunctional teams become highly productive and happy as a result of Shannon's coaching to people's strengths.

Maureen Sullivan Garrelts
Program Advisor, Strategic Coach
Chicago, IL