

**Kolbe Professional Award
August 2017**

**Jason Cupp - 7292
Kincaide, LTD**

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History: My road to becoming Kolbe Certified is likely different than most External Consultants. I was running a multi-million dollar service industry company in the Kansas City area, and I had taken on some business partners in January 2005 who were younger than me. Immediately, tension took hold of our partnership group. I had no idea why the stress and conflict was as high as it was, yet I would soon find out. Our team knew full-well that we had to address this concern, so one of my partners hired someone who had knowledge of Kolbe (to this day, I do not think he was Certified) to issue a Kolbe A Index and have a team coaching session with the four of us. That afternoon changed my life. For the first time, I learned about myself in ways that I never thought possible. It also easily explained the lack of mutual respect that resided in our partnership group. My business partner who was an Initiating Follow Thru expected me to arrive at the office at the same time he did. He equated success to presence. As an Initiating Quick Start, I equated success to end results. I was so enamored with what I learned about myself and our partnership group, that I reached out to Kolbe Corp and just “wanted to learn more” so signed up to become Certified, fully expecting to only use it in our business. Was I ever wrong.

I became Certified in January of 2006, so this marks my 11th year as an External Certified Consultant.

At a base level, I’m a Management Consultant that focuses on Small Business. The companies that I work alongside are diverse in industry and geographic location, yet the core and foundation for each of these companies are their teams. My core skills are in finance, sales, human resources, conflict resolution, crisis management and team building. With that said, in nearly 100% of my clients, Kolbe is a tool that is used to maximize the potential of individual employees, the owner or ownership group, and often transcends into the entire team.

To that end, I’m extremely grateful for the over 300 companies that I’ve worked with, the 2000+ individuals that I’ve helped interpret the Kolbe A, and the 10,000+ audience members that have learned aspects of Kolbe Wisdom during my talks on stage to business owners and employees about team building and individual development.

Here are a few snapshots of clients I’ve been fortunate to work with:

Affinity Worldwide

**R. Michael Wrenn, Chief Executive Officer
Kay Moore, Chief Human Resources Officer
Gina Hinchliff, Human Resources Manager**

**Total Employees: 250+
Client since 2006
www.affinityworldwide.com**

Letter from Chief Human Resources Kay Moore Attached

CEO Mike Wrenn and I met over 15 years ago, when he was my Insurance Broker for my service industry company. Immediately, we became friends and business associates. As I developed my business, and he developed his, we talked about business strategy, and when I was exposed to Kolbe in 2005, I shared that experience with Mike. Mike had taken the Kolbe A back in the 80's, and wanted to revisit what he learned then. We issued Kolbe A Indexes to his insurance team, and held a Team Success Seminar. It was the beginning of Natural Instincts being the foundation of a company that would experience explosive growth. In 2010, Mike reached out to me as he was embarking on creating a new insurance business model, and wanted me to help him to facilitate a Strategic Session in Atlanta, GA with some new business partners. To help facilitate the conversation, as well as to understand the new business partners best, he wanted to walk them through a Kolbe Team Success, so that everyone in the room would know one each other's instincts and have mutual respect for one another as the partnership discussion successfully ensued. When we flew to Atlanta, Mike had eight employees. In the months that followed, the partnership discussion became a reality, and the beginning of a new business model, poised for significant growth began.

Today, in 2017, Affinity Worldwide is my largest Kolbe client, with more than 250 employees nationwide. The company has experienced explosive growth in the last 6 years, and Kolbe is at the foundation of the executive management team (to which I report directly to, and am invited to sit in on meetings as appropriate). It is also the foundation for every one of their companies, every one of their teams, and every one of their employees. I work closely with CEO Mike Wrenn in many capacities, but work very closely with CHRO Kay Moore and her Human Resources team after a new employee joins the company. One of the first things that is part of the onboarding process of a newly hired team member is to take the Kolbe A Index. Each of the companies 250 employees have their Kolbe An Index framed in their workspace, and I hold a Quarterly Team Success Seminar for all the new hires. In this session, they learn their results, the results of their newly minted co-workers, and the results of their team. A second quarterly meeting is directed to existing employees who have already learned about Kolbe in a previous session. They can sign up to attend and I present a topic, and those employees can ask any question about their results, their team results, and Kolbe in general.

Every year, a local business publication names the “Fastest Growing Companies in Kansas City” and this past year (2016), Affinity Worldwide was named the 13th Fastest Growing Company in our city, and has appeared on this list for the last 10 years. I’m honored to have brought Kolbe Wisdom to this dynamic and progressive company as one of its core foundations.

Service Autopilot / Service Autopilot Academy

Jonathan Pototschnik, Chief Executive Officer, Co-Founder
John Caldwell, Chief Technology Officer, Co-Founder
Brian Leist, Director of Operations, Human Resources

Total Employees: 60+

Client since 2014

www.serviceautopilot.com

Video from Jonathan Pototschnik about the value of Kolbe for his companies and his clients:

<https://serviceautopilotacademy.wistia.com/medias/pg48i2i95g>

Service Autopilot is a proprietary software company that was started by Jonathan Pototschnik and John Caldwell out of their basements about 7 years ago. Jonathan and John developed the platform to assist small business owners who run “service” companies (house cleaners, lawn care, fence repair, havoc, etc.) to automate their CRM, Leads, Marketing, Operational Schedule, Financials, etc. They have thousands of companies (called “members”) that use their software on a daily basis. Of all my clients, Jonathan is one of the strongest “learners” I’ve ever met. He is constantly reading books, meeting with influencers, taking notes, and he truly does learn in his life and business every single day.

Several years ago, an email that I was included on from a magazine publisher was forwarded to Jonathan. As he scrolled the email thread, he saw my name and that I am Kolbe Certified. Jonathan had taken the Kolbe A many years prior, but, like many that didn’t have proper interpretation, it ended up in a file in his office. He didn’t fully understand his own results, but was curious. He reached out to me to learn more about my business and strategy. After our initial conversation, combined with our social media presences we he felt we were very similarly wired in business strategy, communication standards, and our desire to transfer knowledge to others for the benefit of them improving their lives, their finances, their families and their businesses. After several phone calls and lots of exchanged emails, we set an appointment to meet at his office for lunch in Dallas. That lunch turned into dinner, as we kept talking about our similar strategies to bring out the best in people. We became instant friends.

Jonathan hired me the following Spring to do an all-day Team Success Seminar for his Service Autopilot team, which was about 35 software developers, customer services representatives, administrators and sales associates. That day transformed their team, and Kolbe Wisdom became part of their DNA. Since then, we have issued a Kolbe A to every new hire, and I travel often to Dallas to meet with new hires to explain their results. Like Affinity, every Service

Autopilot team members has their Kolbe A framed in their cubicle or office. Teams operate with synergy and mutual respect in mind. Each team member is constantly reminded the impact of their instincts in how they communicate, relate to other team members, solve problems, AND interact with clients.

This last piece has been a huge opportunity as Jonathan has exposed Service Autopilot members and users to Kolbe Wisdom, and I've been fortunate to educate thousands of their members on the value of instincts in life and business. Last fall, we hosted a live webinar that over 400 members signed up for. I've spoken yearly at their users conference, and Kolbe is always part of some of the teaching I'm able to do from stage.

Jonathan also runs the Service Autopilot Academy, where certain members sign up for additional business training. I am one of the first and only "outside" educators to teach sessions for Service Autopilot Academy, and a requirement of being in Academy is to take the Kolbe A, as it assists us in tailoring education and communication and teaching standards.

Service Autopilot, their owners, managers, employees, teams and their most trusted asset – their clients and members – are all convinced that the Kolbe A Index is key and critical to business growth, and I'm honored to be the Certified Consultant for all of those stakeholders.