

## Overview of Coaching Services



**Matt Heller**

[www.performanceoptimist.com](http://www.performanceoptimist.com)

[matt@performanceoptimist.com](mailto:matt@performanceoptimist.com)

407-435-8084

## **PROGRAM OBJECTIVES**

Coaching is a teaching, training or development process by which an individual is supported and guided while achieving specific personal or professional goals. Both coach and client willingly enter into the coaching relationship for a specified period of time with an option to continue or terminate the coaching process, based on achieved results.

In this coaching program, coach and client partner to:

- Focus on establishing and achieving career and leadership goals
- Use assessments to understand leadership strengths and communication style
- Create a custom plan of action
- Discover and practice new leadership skills
- Resolve situational roadblocks that may emerge along the way

The initial objectives for a coaching engagement are based on goals that are established in the first coaching session. From there, a process is followed as outlined below.

## **THE COACHING PROCESS**

In partnership with their coach, clients will explore the goals they want to achieve and how to get there. Specific steps will be discussed and agreed upon in order to realistically move toward completion. Key elements of the process are:

- Goals – Establish a clear picture of where the client wants to be and when. Discuss ways to measure success and milestones.
- Information gathering/brainstorming – Discussion of new information that could impact goals or results, identify alternate course of action (if needed).
- Assignment of tasks or exercises – Activities to be completed by the client in order to build the skill needed to achieve the intended goals.
- Follow-up – regular check-ins to judge the effectiveness of the current plan and assignments.

In every coaching session, we will measure progress against program goals, situational roadblocks, and action items from the previous session. The direction of the assignments is ultimately determined by the client's desired results, with guidance and input from the coach.

## WHAT TO EXPECT

During the coaching program/process, a client can expect to be challenged to step outside of their comfort zone and think of problems and opportunities in new ways. If everything were to remain the same, there would be no point to engaging in coaching in the first place.

Clients can also expect to “meet” (in person, Skype, phone call, etc.) at the agreed upon date and time. All meetings will recap previous results and explore additional areas of focus for the future. The goal of each meeting is to move forward in relation to the clients’ goals. It is the coach’s job to ensure the conversation stays on track.

The coach will expect accountability and effort on the part of the client. Ultimately, the success or failure to achieve the intended goals lies with the client, as they are the only ones who have control over their actions. A coach may suggest something, but it is up to the client to make it a reality.

## BENEFITS

In addition to the specific agreed upon results for individual clients, below are some general outcomes of those who engage in a meaningful coach/client relationship:

- Improved leadership skills, confidence and presence
- Achievement of ‘stretch’ goals, and business results
- Improved ability to persuade, influence and negotiate for results
- Greater voice and visibility
- Enhanced authority and credibility
- Greater recognition and reward for accomplishments
- Career advancement, including promotions, and higher level projects
- Enhanced organizational awareness and ease with navigating politics.

## Testimonials

"Matt is an amazing authority on training for the amusement industry. His work experience gives him instant "street credit" with his audience. Matt was both enlightening and inspiring. I have heard feedback from each of our departments stating how their seasonal management teams are referencing and implementing the skills learned during Matt's presentation. We can't wait to bring him back again!"

Jana Evanger – Schlitterbahn Waterparks

"Matt is one of the best trainers and coaches in the amusement industry. One of our "Big Bears" (leaders) was very clear that she got much more out of his session than even longer programs. We liked the mix between academic, discussions, fact finding and training."

Håkon Lund – Kongeparken

"I continue to use your teachings on a daily basis, whether it's in regards to our "motivation levels" to combat employee burnout, or just on day-to-day recognition and ways to compliment employees on what they are doing right. Overall this season has been such a success "guest compliment-wise" and I am convinced it is because of your help."

Steve Gioe – Canobie Lake Park

"Matt is one of those unique people who within minutes of meeting his audience can read them and adapt his presentation style to their level of learning and communication. That is a gift that not many people possess. His style is easy and approachable and he never intimidates his audience."

Elaine Hinds – Universal Orlando Resort

"While there are many positive words and phrases I could use to describe Matt Heller, "Exceptional" is the first one that comes to mind. I've had the pleasure of attending many of his educational sessions at both the IAAPA Expo and AIMS Safety Seminar, and he never ceases to impress. Matt has the ability to not only captivate an audience with his energetic and engaging style, but also provide attendees with real, workable ideas on how to overcome many of our industry challenges. His creativity, passion, sense of humor and sincerity shine through with every interaction – both in large groups and one-on-one. His superior knowledge and skills make Matt a true star in our industry."

Dino Fazio – Morey's Piers

## About Matt Heller

Matt Heller has spent 25 years in the amusement/theme park industry. Starting as a ride operator at Canobie Lake Park just out of high school, Matt has enjoyed a robust career around the industry with leadership positions at Canobie, Knott's Camp Snoopy, Valleyfair and Smiles Entertainment Center. Pulling from his previous leadership experience, in 2003 Matt joined Universal Orlando Resort as the Senior Trainer of Leadership Development. Matt has also served on the IAAPA Education Committee, and as the Chair of the IAAPA Human Resources Committee from 2009-2012.

In 2011, Matt reduced his role at Universal to pursue additional independent training and consulting opportunities. He created Performance Optimist Consulting, and now provides leadership training, teambuilding, customer service training and individual coaching to leaders all across the hospitality industry. His goal in creating Performance Optimist Consulting is to "Help Leaders Lead".

Here are just a few of the companies Matt has worked with since starting Performance Optimist Consulting:

MSI- Chicago  
Six Flags Theme Parks  
Dallas Zoo  
Cedar Fair  
Skycoaster

Knoebels Amusement Resort  
Kongeparken  
Omaha Children's Museum  
Schlitterbahn Waterparks  
St. Augustine Lighthouse

Also in 2011, Matt forged an exclusive partnership with Amusement Advantage to provide insight and analysis of mystery shopping results through Performance Analysis Reports. In addition Matt also provides customized coaching and training to Amusement Advantage clients based on feedback from those reports.

As a speaker, workshop facilitator or coach, Matt has developed a proven track record for being able to easily relate to those around him, giving them solid tools they can use immediately. His engaging presentations not only captivate the learner's attention, but also encourage them to get involved and participate.

In 2013, Matt released his first book, *The Myth of Employee Burnout*. In it, he describes his quest to find out why employees start off strong but eventually lose motivation. The book includes strategies for leaders to keep employees engaged and motivated throughout the entire "employee lifecycle". *The Myth of Employee Burnout* has been extremely well received by leaders across the attractions industry and beyond.

In 2014, Matt was named to Inc. Magazine's 100 Great Leadership Speakers list.