

CUTTING EDGE KITCHENS

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D I R E C T I O N S



There are Seventy-four business coaching firms in Idaho, more than four hundred thousand in the United States, and Seven hundred thousand worldwide. With so many choices, it can be hard to choose a partner. So, we ask you to consider the question, what about Deliberate Directions makes it the right choice for you?

In this client impact study, we interview a client of three years, Ben Kalkman, owner of Cutting Edge Kitchens. Ben got into the construction scene at a young age through a bathroom remodeling company. Through this remodeling exposure, he knew there was a field undiscovered in the world of granite countertops, which years later is the birth of Cutting Edge Kitchens. Ben has owned this business for over 10 years and prides himself in his work culture and strong value system. While Ben holds high expectations for his company, it's been challenging to get the rest of the team on board.

"In the construction world", Ben shares, "it can be hard to get a group of young men to consider things like work culture and starting the day with WIFLE (what I feel like expressing)."

Ben's first exposure to a business coaching firm was within the first few years of having his business. While it was beneficial at the time, Ben noticed that his coach didn't practice what he preached. This ultimately ended their business relationship. Four years ago, Ben became frustrated at hitting the same points of conflict in his business and being unable to move forward. Ben knows the value of a business coach, so he began to look again. After being introduced to Allison at a networking event and several colleagues recommending Deliberate Directions, he knew he had to make the move. Insert, the beginning of the best decision Ben has made for his business.

Not only has Ben seen substantial monetary growth for Cutting Edge Kitchens but Allison has helped to develop his confidence, recruitment, and hiring techniques all while building a transparent and healthy work culture!

It goes beyond having the right resources at the right time. It's time to consider getting a business coach that holds the values that go beyond check-ins to one that genuinely cares about YOUR success.

Here is an insight into Deliberate Direction's Business and Executive Coaching featuring Ben, Owner of Cutting Edge Kitchens.

CLIENT INTRODUCTION

Ben has owned and expanded Cutting Edge Kitchens for over 10 years. He describes himself as a dreamer and big thinker with high expectations. He is a man held by strong values and a passion for his business.

While Ben has successfully run his company for years, there are some areas where a coach has been helpful. His team, hiring, and self-confidence. Ben can fit projects in and do the extra work to make a quick deadline, but it is not always the best decision for the team. Ben struggled to find team members that share his drive, passion, and values for Cutting Edge Kitchens. Finally, Ben struggles at being his own worst enemy. There is a lack of confidence in making tough decisions, saying the right things, evaluating the next move correctly, negotiating with top dollar partnerships, etc.

Since hiring Allison three years ago, there has been a lot of progress.

COACHING

To begin any good coaching session, Allison starts with goals and business planning termed as a Blueprint. In Ben's words, it is described as "overwhelming and exhausting". With this quarterly planning in place, Allison began her work.

WORK CULTURE. Ben transformed his work culture by learning how to be transparent and honest. He works on running his business as a group. For example, his weekly shop meetings involve using transparency when discussing the budget with the entire team. This way, the employees feel involved, important, and valued. Ben strongly believes they have an equal impact on the business and atmosphere.

Another way he has built his work culture is by adjusting how he takes on big projects. Ben has learned to communicate with his team the expectations around a tough deadline, while still maintaining the team's high morale. By keeping communication lines open, Ben has also learned to hear his team members when they share his expectations are too high. Learning how to communicate with his team has been such a good coaching lesson from Allison.

Additionally, Allison helped Ben through value exercises and mission realignment. Ben shares that it has been awesome to watch a rough group of guys come up with their individual values and company values to focus on.

RECRUITMENT. From Craigslist job postings to Indeed, Ben can see the difference in his employee retention. While working on this goal with Allison, it was no longer 'hire the first body to apply'. Instead, it became their focus to build an ideal candidate profile and market to them, while also improving job postings and implementing solid interviewing techniques.

"What is most efficient versus what works? It's like asking the guy next to you at the bar, "hey you need a job?". Ben shares, "I did not know hiring smart is as important as it is and how much power it holds prior to working with Allison"

Ben benefited from the techniques he learned from Allison when he lost his Office Manager due to relocation. Working with Allison, he found a perfect candidate. Consequently, Ben has built the awesome and reliable team you've read about this far by using those same techniques.

When you care so passionately about something, you put your all forward. With Allison, that passion and intentionality is lived out through Deliberate Directions.



OUTSTANDING IMPACT

Improvements have been made and Cutting Edge Kitchens have grown immensely as a result of that. There is also major growth happening within Ben.

SELF CONFIDENCE. As something identified early in their coaching sessions, this has been a huge area of success for Ben. “With two failed business partners, being a yes-man, and people pleaser I always thought I needed a business partner to be successful. Not only this but as a small and growing business, there was something in having a big contractor and a guaranteed paycheck every two weeks”. Learning how to be confident in his creation, skill, and company, Ben began to do the best for Cutting Edge Kitchens despite his fears.

“IT’S LIKE IF YOU HAVE AN ATLAS TO HELP YOU GET SOMEWHERE. IF YOU HAVE THE MAP YOU ARE GOING TO GET THERE A HELL OF A LOT QUICKER THAN ‘I KNOW IT’S EAST, SO I’LL START DRIVING’. EVENTUALLY, YOU’LL GET THERE BUT IT MAY NOT BE THE MOST EFFICIENT WAY.” - BEN

This confidence has expanded to his strategy sessions with Allison. It’s no longer waiting until the meeting with Allison to talk about how to achieve his goals or which steps to take next. Ben has gained the confidence to share his problems, solutions, and steps needed to fix the issue. He has many achievements to share during WIFLE (what I feel like expressing) and concise goals to work through during their sessions. During those sessions, Ben is also able to contribute more fully with questions like “am I missing something?” or “am I looking at the full picture?”.

WHY ALLISON DUNN?

Allison works to go beyond crunching numbers and staying within a budget. While these are important, she also focuses on the underlying issues that prevent growth in any business. As with Ben, it is seen that the internal issues being resolved and worked on ultimately yielded the most growth for Cutting Edge Kitchens.

Allison is skilled in breaking things down to be more digestible. She focuses on quarterly planning and goal setting rather than yearly. This allows room for real life to happen but still manage growth in a company.

“So many things happen during the workweek that steal your attention. It’s helpful to have goals to look back on and refocus.” - Ben Kaulkman

I ask Ben to share three or more words to describe Allison. “Genuine, Encouraging, Caring, and Determined”. What makes her the best in the valley? Face-to-face coaching in a beautiful spacious, well-lit room? Well, that, but also **ALLISON DUNN!**

*When you consider your options,
know that with Deliberate Directions
your success is our biggest priority.
See for yourself by scheduling a
strategy session [HERE](#).*

