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Lighthouse Leadership

Coaching and Development

PHOTO BY STEVE LADNER PHOTOGRAPHY



Lana Potgieter

HELPING YOU BECOME THE LEADER OTHERS LOVE TO FOLLOW

By Kathy Hunt

Occasionally, in business, you need a sounding board, someone who will listen objectively, help to evaluate an idea or decision, and spark insight and action. You may also need support in navigating challenges, fine-tuning management skills, maximizing your and your employees' performance, and reaching your business goals. In any of these scenarios, a leadership, or executive, coach is the person to call.

Although the popularity of leadership coaching has soared over the past decade, the profession has been gaining traction since at least the 1980s. Yet, in spite of its long history, not everyone understands what this type of coach does. The International Coaching Federation (ICF) describes the vocation as, "Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

**"70% of the variance
in employee
engagement is
attributable to the
manager."**

GALLUP





Globally recognized leadership developer and coach Lana Potgieter takes this definition a step further. She shared that, "As leadership coaches, we don't steer the carriage. We don't hand out maps. We walk alongside you — asking the questions, challenging the thinking, and keeping you moving toward your goals. Because modern coaching isn't about directing — it's about developing."

Lana is the founder and owner of Lighthouse Leadership Coaching and Development, LLC, as well as an authorized licensee with Leadership Management International (LMI), Inc. With more than 20 years of experience in coaching, she has aided business executives and their team members from such diverse industries as manufacturing, service, and nonprofit. Her clients work in such familiar Southeastern Pennsylvania communities as Pottstown and such distant lands as the United Kingdom and South Africa. As she is based in Pottstown, Lana's focus is on helping people in Berks, Chester, and Montgomery counties to reach their full potentials and, ultimately, have their ventures succeed.

When you need a leadership coach

How often have you heard business owners and bosses grumble about employees who don't do what is asked of them, don't follow directions, or simply aren't motivated to get the job done? You may also listen to them complain about the tremendous number of hours that they spend working or about how high staff turnover has led to decreased productivity, morale, and positive public opinion. They admit that there are problems in their workplace, but they don't see or understand the root causes of them. What they also don't realize is that by hiring a leadership coach, they could resolve all these issues and more.

WHAT CAN COMPANIES DO TO ENSURE THEIR FUTURE?

1

Grow and adapt through development of their employees into leaders

2

Wait to make a change and fall deeply behind the curve.

3

Not make a change and eventually shut their doors.



To compete in today's fast-paced, streamlined global market, companies must implement dramatic changes. They can accelerate the development of their people or face the possibilities of being left behind. We develop leaders who want to fulfill their potential.

3 MIL

APPROXIMATELY 3
MILLION U.S.
WORKERS LEAVE
THEIR JOB EACH
MONTH

1-2 YEARS

ON AVERAGE, IT TAKES
1-2 YEARS FOR A NEW
EMPLOYEE TO BE
FULLY PRODUCTIVE IN
THEIR ROLE.



"Often, we get caught up in things, and we just need a different perspective," Lana said. "I identify your challenges, help you implement a proven strategy, and guide you to generate results."

Lana has received numerous accolades, including LMI's *Motivator of the Year Award* in 2017 and 2020. Moreover, she understands both sides of coaching, that of the client and of the coach. In 2003, she participated in her then-employer's leadership coaching program. The following year, she resigned from her job and started training to become a coach.

"I went to my previous coach and went through the process of discovering what I really wanted to do, and how I wanted to structure it, and of putting the plan in place," she said. "I realized I actually loved coaching and would love to do this with other people."

While Lana consulted a coach about her career change, more often, clients will approach leadership coaches when they're seeking a better bottom line. Increased profits frequently result from changing how people operate, Lana said. "It comes from better team cohesion and understanding, greater emotional intelligence and communication."

Another motivation for hiring a leadership coach is to gain back time. "Very often, it's as simple as 'I no longer want to spend my entire life running this business. I also want to watch my kids grow up or spend time with my grandchildren, or I'd really like to be healthier or give more, but my business just takes up everything,'" she said. "People realize they should be getting better results

and not spending so much time generating those results. They want to know how to do both."

This is where Lana's skills prove invaluable.

Countless studies cite the benefits of coaching. The ICF reports that organizations employing a leadership, or executive, coach experience a 70-percent increase in individual performance, 50-percent increase in team performance, and 48-percent increase in company performance. Lana noted that, when people work with a coach, they feel higher accountability. They exhibit a greater willingness to accept responsibility and take charge of their work.

Coaching also improves the aforementioned bottom line. American University in Washington, D.C., indicates that leadership coaching delivers a 788-percent return on investment. This statistic is based not only on increased productivity but also increased employee retention. With such proven and meaningful results, coaching seems like an obvious addition to any workplace.

"I help people get clarity so that they get out of the weeds and take the steps needed to get the results they want," Lana said.

Throughout her career, Lana has worked with everyone from entrepreneurs and sole proprietors to owners of small, medium, and large businesses. Presently, she is in the market for clients comprised not only of owners and executives but also of teams of 10 or more people. "When you start to empower team leads, supervisors or managers, instead of the faithful few trying to pull the business up a hill, everyone becomes part of the solution," she said.

(Continued on page 8)

DEVELOP LEADERS



1 IN 5

1 in 5 employees is at risk of burnout due to low employee and leadership engagement.

EMPLOYEES



DOLLARS



190 BILLION

Stress-related burnout may cause a healthcare cost of \$190 billion a year in the U.S.

93%

93% of workers would stay at a company longer if the organization invested in their careers.

WORKERS



COVER STORY

(Continued from page 7)

What business can expect from Lighthouse Leadership Coaching and Development

As an authorized licensee of Leadership Management International's (LMI) programs and methodologies, Lana uses LMI's tools to help leaders at all levels of management. Founded in 1966 by renowned Texas entrepreneur, author, and philanthropist Paul J. Meyer, LMI characterizes strong leaders as people who excel "in people skills and the ability to create a motivational environment. They focus on their vision for their organization, clearly communicating defined goals to the people within that organization. They value their employees and customers and genuinely listen to them. Effective leaders are organized and focused and always keep their commitments."

Lana and her coaching associates tailor LMI's teachings to meet a client's specific needs. Whether you are a sole proprietorship or run a large organization, Lighthouse Leadership Coaching and Development can address your situation and make your business more sustainable and, ultimately, more saleable.

With any new Lighthouse Leadership client, Lana begins by performing a needs analysis. She determines what obstacles the business faces and how they impact its goals. Then, she confirms what objectives must be met to achieve these goals.

Working with small groups of employees, Lana runs a series of brief, action-oriented sessions. Over a period of several months, the groups learn how to succeed through "head, heart, and hands." Lana explained that the head refers to the knowledge gained from books, articles, podcasts, and other materials. The heart deals with reflection and looking at how this new knowledge applies to each individual. She pointed out that what one employee requires to become more productive will not be the same as what another employee needs. The hands relate to the actions needed to create new habits and get the desired results.

Three flexible options for leadership coaching and development

Keeping with the "one size does not fit all" approach, Lighthouse Leadership Coaching and Development offers three flexible delivery options for its services. Open Enrollment Groups are ideal for owners and managers of small businesses who want to try out leadership coaching before introducing it into their workplaces. With this option, six to eight leaders from a range of industries learn together through coaching sessions and conversations with their fellow participants. Open Enrollment is a way to "try before you buy."

For businesses with between 20 and 200 employees, Lighthouse Leadership has In-House Programs. Who

1/3

MORE THAN 1/3 WORKERS ARE SEARCHING ACTIVELY OR CASUALLY FOR A JOB

19%

THE AVERAGE ANNUAL TURNOVER RATE IS 19%

\$2.9

U.S. EMPLOYERS SPEND \$2.9 MILLION PER DAY LOOKING FOR REPLACEMENT WORKERS



Build the Business Together as a Team

-  Crystalize your Thinking
-  Develop an Action Plan
-  Develop Desire
-  Develop Confidence
-  Develop Determination



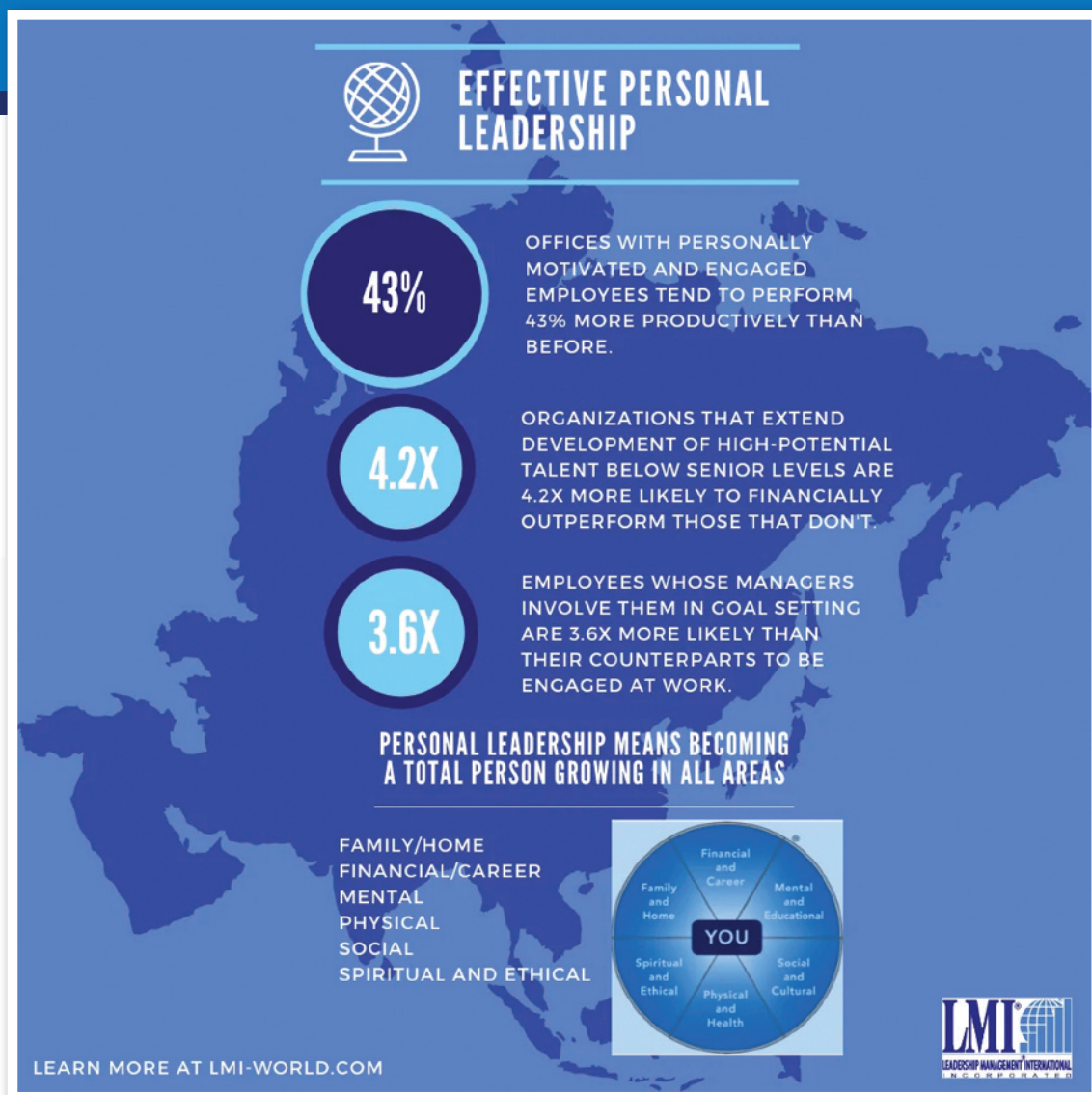
finds this option beneficial? Businesses heading into a period of growth or major changes, possessing several underutilized, high-potential employees and/or underperforming teams, or experiencing lost opportunities due to lack of understanding. Family-owned businesses struggling to align family members with their goals, businesses in need of successors, and those looking to sell are also good candidates for In-House Programs. Lighthouse Leadership Coaching and Development works with the business's executive team before introducing the program to the entire organization. This strategy helps to build alignment, acceptance, and accountability throughout the company.

The final delivery option is One-to-One Coaching. The name says it all — an executive works one-to-one with a coach to learn and hone leadership skills and reach the desired work outcomes. While anyone can profit from private coaching, time-pressed leaders with extremely inflexible schedules and those reluctant to learn alongside possible competitors see one-to-one coaching as advantageous.

Continued support, no matter what direction a company goes

Lighthouse Leadership Coaching and Development's services don't end once a client completes a program. Lana provides ongoing mentorship to ensure that her clients continue to navigate problems and uncertainties successfully and excel. An example of her long-lasting commitment to clients is Wilhelm Strümpher of Nano Fibre. He started using Lana's coaching service in 2017. During that time, Strümpher moved his business to the United Kingdom but maintained his coaching relationship with Lana.

"Over the past eight years, Lana and the team at Lighthouse Leadership have been an invaluable part of our journey at Nano Fibre," Strümpher said. "As a coach and trusted sounding board, Lana has supported both myself and Dirk Mostert (Nano Fibre's chief operating officer and co-founder) through the many challenges that come with leading a business in hyper-growth. From navigating complex staff dynamics to fostering personal growth and leadership development, Lana's insight and guidance have been instrumental. Beyond our own



development, we've entrusted many of our team members to her care for mentoring and training — and the results have been remarkable. Her work has helped shape a stronger, more resilient, and more empowered team. The impact of Lighthouse Leadership on our business has been profound, and we are deeply grateful for the role Lana has played in our success," he said.

No matter where clients go, either geographically or professionally, Lana will continue to support them for as long as they desire.

Global reach, local focus

Lana's reach may extend globally, but her focus remains on being invested in the community and helping Southeastern Pennsylvania businesses prosper. She is a member of the TriCounty Area Chamber of Commerce, which serves businesses in southeastern Berks, western Montgomery, and northern Chester counties, and a participant in such Chamber-hosted events as Coffee and Connections and member breakfasts. As a sponsor of the Chamber's REACH events, she will host a table at September 24, 2025, conference at RiverCrest Golf Club and Preserve in Phoenixville. With a goal of empowering and connecting working women, REACH offers assistance with professional development and provides opportunities to connect with other professionals in the region.

Lana also co-leads the Pottstown branch of Free Trade Networking, a nonprofit committed to sharing ideas and providing support for ongoing business challenges in the Pottstown community.

Along with her involvement in professional organizations, Lana volunteers with Operation 143, a nonprofit helping to alleviate hunger in local homeless and food-insecure students. It presently serves children in Pottstown, Pottsgrove, Boyertown, Upper Perkiomen, and Spring Ford school districts. Originally known as "Operation Backpack," Operation 143 packs and distributes backpacks filled with enough food for dinner on Friday and three meals and snacks on Saturday and Sunday. The food is ready-made, so no cooking is required.

Originally from South Africa, Lana and her husband relocated to Pottstown so that they could live closer to their daughter and grandchildren, who reside in South Coventry.

To find an award-winning leadership coach who is globally recognized, highly experienced, and ready to take on new clients is rare. To have such a skilled professional figuratively in your own backyard is extraordinary. Take advantage of this unique situation and learn more about how Lighthouse Leadership Coaching and Development can help your business. Contact Lana Potgieter at lanalighthouseleadership.today or call 484.347.0515.