

Chris Coash

Corporate Culture Countess

By Charlene Pierce

In a time when “quiet quitting” and “help wanted” are more than just buzzwords, business owners are seeking new ways to create a positive work culture that attracts and retains employees. Chris Coash is a corporate culture coach who helps business owners and principal managers create a productive work environment. She is also an expert in systems and operations who is trained to find areas where employees’ strengths are not aligned with their roles. A productive work environment plants the seeds for increased profits and happier employees, and Chris Coash provides the tools for growth.

Chris is a Certified Master Coach for corporations and a former director at Oola, a national company that trains and certifies personal coaches. She has been practicing the principles she teaches for over 17 years in her six Jenny Craig franchises (in Omaha, Lincoln, and Des Moines). Chris attributes the growth of her businesses to the positive and productive culture she creates at each one. All of her managers have been with her for at least eight years— another testament to her positive work environment.

Companies need cash to survive and grow, but growing cash isn’t just about adding customers, Chris says. A company’s culture, systems, and operations significantly affect its ability to generate and maintain positive cash flow. Businesses often need an objective third party to come in and help them take a hard look at where they are and where they want to be. This is where Chris begins.

To provide an organization with the tools for success, Chris first analyzes their current situation. Then, in collaboration with the owners and directors, Chris identifies the business goals and designs an action plan.

The next step is to provide the organization with the tools they need to be successful. Chris helps the company implement its personalized plan while advising leaders and key employees. She provides one-on-one coaching, group workshops, and, when necessary, a complete corporate culture makeover.

Sometimes, Chris notes, employees clash because they have opposing views about the company’s purpose. For example, a customer relations manager may have a “customer-first” view of the company’s mission. In contrast, the business manager is more focused on the bottom line and has a “company-first” view. If both managers can align with the owner’s mission statement of providing the right service to the right customer, they become focused on the same goal. When an organization’s key leaders are aligned, they can align their teams, resulting in a business in which everyone works together effectively.

The struggle to achieve a work-life balance is almost a cliché, but Chris notes that an “in-work balance” also needs to be achieved. “Too often, we focus on the former and neglect



Chris Coash, Owner

the latter,” Chris says. “We can’t spend 100 percent of our time doing just what we love about our jobs. Everything is accompanied by some necessary tasks that are not in our area of genius.” Having a healthy balance between the things we enjoy and are good at and those we do not enjoy or are not as good at allows us to feel successful at work and enjoy our role within the company.

“When the in-work balance isn’t achieved, the employee becomes frustrated. Frustrated staff members can negatively affect those they work with, even when it isn’t their intention,” Chris says. Her experience with personal and business coaching gives her the skill set to quickly identify frustrated employees and develop solutions for achieving a healthy in-work balance. The goal is not to change everyone’s job description or to allow employees to do only the parts of their job that they enjoy. Instead, the goal is to create a system that works toward everyone’s strengths. When each employee is working at their best, the company thrives.

For Chris, a productive work environment starts with managing communication. The work environment is made up of the people in it, which means it is constantly evolving. A cohesive work environment is created through clear communication, which keeps everyone on the same track, heading toward the same goals. Chris sums this up as the Five C’s: Constant, Consistent, Concise, and Clear Communication.

Most of Chris’s clients are local, in the Omaha and Lincoln area, but she works with national and local companies in many industries. Organizations with 20 to 50 employees are in the perfect zone for culture coaching, she notes. They are growing companies but are small enough to make changes that easily improve the culture.

Chris Coash provides free initial consultations and can be reached by phone at 417-848-3032 or by email at christine@corporateculturecountess.com. Find out how Chris can help you improve your company’s culture and retain the employees you’ve worked so hard to attract! Learn more at corporateculturecountess.com. **WE**