



## Bruce Rushton

When you're a business owner or manager, it's easy to catch a case of "Wake Up and Go to Work Syndrome". There's always so much to do that you find yourself filling your days with work without ever taking the time to step back and think about strategic planning or business development. You're so busy running the business that you let it run you. I'm Bruce Rushton, The Growth Coach of Northern Delaware, and I'm here to help you get out of that cycle.

Growth Coaches around the world offer group and one-on-one coaching for sales professionals, managers, management teams, self-employed professionals and more through three distinct series - the Foundation Series, Fundamental Series and Fast Forward Series. The Growth Coach system encourages people to take a step back and look at the business holistically. I'm looking forward to helping you see the big picture so you can make adjustments to be more successful.

The Growth Coach of Northern Delaware serves Wilmington, Newark, Bear, Middletown, Townsend, Smyrna, Delaware City, New Castle and the surrounding areas. I am certified in The Strategic Mindset coaching process, which adheres to the standards, practices and policies that the International Coaching Federation has set forth in their Code of Professional Standards and Ethics.

Before becoming a Growth Coach, I served in various positions focused on training independent business owners and developing talent for two Fortune 500 companies. From 1999 to 2011, I worked for the Mac Tools division of Stanley Black & Decker as a Project Manager, Senior Field Trainer, and Vendor Manager. In 2011, I joined DuPont Pioneer as the Sales Training and Development Manager before being promoted to dual role of Sales Effectiveness Manager and member of the North Atlantic Commercial Unit Leadership Team. In those roles, I became an expert in business leadership, strategic planning, sales coaching, training and development, territory management, and sales and marketing execution. In addition to my corporate experiences, I hold a BS and an MBA in Business Administration from Ohio Dominican University.

Owning my own business has always been a goal of mine. As I began to evaluate the type of business I wanted, I thought about the things that I've enjoyed throughout my career; coaching, training, and helping business owners become more effective and successful. My passion for it started at Mac Tools, when I realized that, while a lot of the independent sales representatives had technical knowledge, they didn't all have the business skills and acumen they needed to be successful. Just like any small business owner who starts as a technician, they needed specific training and support to learn how to operate and grow the business. Although my career took me through different roles, I have always had a passion for coaching and training so, when I found The Growth Coach, I realized it was a natural fit.

Whether you know you have "Wake Up and Go to Work Syndrome" or you're just looking for ways to improve your business and your work/life balance, I can help. Let's talk about how working with The Growth Coach can help you change your business and your life for the better.