



The Time for Industrial Leadership Coaching is Now

By: Lydia Di Liello and Thomas R. Cutler

This article is based in part on the The WAM Podcast (Women And Manufacturing), produced by Jacket Media Co. The host, Lydia Di Liello, recently interviewed Suzen Fiskin, who is heading the newest division of TR Cutler, Inc Industrial Leadership Coaching.



Suzen Fiskin, Industrial Leadership Coach

Suzen Fiskin is a professional speaker and a pioneer in the world of industrial leadership coaching. Fiskin utilizes her extensive education in Neuro-Linguistic Programming (NLP) transforming industrial leaders to become happier and exponentially more successful.

Mindset Coaching is based on proven brain science in which clients rewire their thinking on both the conscious and subconscious levels, generating breakthroughs.

Having served on the boards of The Professional Coaches and Mentors Association, Women In Technology, and Women In Business, her affiliation with TR Cutler, Inc. is an extension of a 30-year plus professional relationship with manufacturing journalist, Thomas R. Cutler.

According to Fiskin, over 95% of what goes on in our brains is beneath our conscious level of awareness. When we want to make changes, it's the 5% which triggers powerful results.

Fiskin suggested that internal dialogue is so important. Industrial leaders have powerful transformations when they own the voice in their head that stops them from enjoying success, and appreciating it. Coaching accelerates that awareness and clients, even for their first time, begin to relax.

More Than Self-Talk

Self-talk is one manifestation of beliefs that we hold about ourselves in the world. Industrial leadership coaching is not merely a list of goals. Leaving out the personal component, what is going on inside of the person, means accomplishing goals will fail to produce happiness, productivity, and creativity.

Learning From Younger Workers

Younger people in the industrial

continued



workforce are far more focused on quality of life, specifically that of being appreciated and respected.

They, and the companies they want to work for, must both be conscious and deliberate about individual appreciation and respect. This awareness may be about diversity, inclusion, and the environment. While compensation is important, it is no longer most important. Being aware of this way of thinking requires a different mindset and leadership.

Efficacy Of Coaching

Di Liello added, “Coaching reframes ones’ perspective and is highly effective at changing behaviors as a result. When old events or feelings are perceived from another viewpoint, insight and freedom are gained. Utilizing what we ‘know,’ coaching transforms these knowns to questions. By examining these questions and giving ourselves permission to challenge old held beliefs, coaching quickly breaks through destructive mental patterns. The result is effective new behaviors supporting reframed beliefs.”

Rationale For Urgent And Immediate Industrial Leadership Coaching

TR Cutler, Inc. recently launched the Industrial Coaching Leadership division because all the tools and skillsets needed seemed to have ignored all the basic principles of Continuous Process Improvement, Lean Six Sigma, Lean Manufacturing, and Theory of Constraints. All the plant floor operational methodology did not, sadly, transfer into leadership methodologies and practices. So, the issues of the Great Resignation, employee engagement, leadership satisfaction for owners and workers, coping with supply chain disruptions, mental health, remote work, and more have created an inflection point. Add to this, the political climate, social media, and a work/life balance, the need for awareness, guidance, and direction has never been greater.

Managers must create mutually beneficial coaching conversations that will improve overall team performance. Whether asking guiding questions, recognizing what is going well, active listening, and learning empathetic

replies, these best practices are completely causal to the bottom-line. There are no rival plausible hypotheses. Coaching will become normative in the industrial complex over the next five years and the 9000+ member Manufacturing Media Consortium will be writing about this trend extensively for the rest of the decade.



Author Profiles:
Lydia Di Liello is a host for Women and Manufacturing (WAM) podcast and CEO

of Capital Pricing Consultants; she has more than 25 years of business leadership, supply chain, and global pricing expertise.

Di Liello is a well-known and widely respected speaker leading executive forums, conferences, and workshops worldwide; she is published frequently in trade and professional journals. With an MBA from Youngstown State University.

Di Liello is repeatedly requested at corporate retreats and is a member of the Professional Pricing Society Board of Advisors.



Thomas R. Cutler is the President and CEO of Fort Lauderdale, Florida-based, TR Cutler, Inc.,

celebrating its 24th year. Cutler is the founder of the Manufacturing Media Consortium including more than 9000 journalists, editors, and economists writing about trends in manufacturing, industry, material handling, and process improvement.

Cutler authors more than 1000 feature articles annually regarding the manufacturing sector. Cutler has established special divisions including Colombian manufacturing and Food & Beverage manufacturing/logistics. Cutler was recently named the Global Supply Chain journalist of the year for the second time in a row. Over 5200 industry leaders follow Cutler on Twitter daily at @ThomasRCutler. Contact Cutler at trcutler@trcutlerinc.com. ■