

Meet Bob Reish | Certified Business Coach and Consultant

We had the good fortune of connecting with Bob Reish



1

Hi Bob, how did you come up with the idea for your business?

The idea for my business is years in the making. The process is a series of stumbling blocks and stepping stones.

Before I even realized what I do today I was born to do, I was preparing for significance. Each step in front of us can be a stumbling block or a stepping stone, it is up to me to decide which one it will be.

From mentors in my life to people attempting to derail me, every influence has played a crucial role in where I am at today. The idea for why I am in business is a combination on experiences, influences and disciplines that has allowed me to grow into and continue to grow as an intentional leader.



2

Can you give our readers an introduction to your business? Maybe you can share a bit about what you do and what sets you apart from others?

As President and a Certified Business Coach with Caveat Institute, we help aspiring and seasoned leaders who have passion, but know there is more. We help them clarify their starting point, discover their destination and close the gap. We do this through systems and processes, partly through experts like Brian Tracy, along with our content and experience over 30 years. We get results for our clients. We get results primarily in 3 areas. First, we help them become more productive in less time. We guide them to remove busy out of their lives and replace it with productivity. Second, when we do the first, we help them increase their margins. This is accomplished, not only through increasing income, but by decreasing expenses. It is important to understand how great margins is vital to the growth of a business. Last, we lead them to balance their personal and professional lives. The dream of business ownership often becomes clouded through busyness, lack of discipline and confusion of consistency. We help them maximize their potential in their personal lives and enjoy and find satisfaction in their personal lives.



What sets us apart from others is our dedication to continually increase our understanding of each client, provide hope when they are unable to see their destination, be passionate about them and their success, create accountability, and be their trusted advisor. Our purpose is to create value first. Our second purpose is to generate revenue. Our goal is to provide value and generating revenue becomes the result, not the purpose. We are in the position of business as a result of stepping stones and stumbling blocks. The choice is how we perceive them. The journey is not easy. Each day, we have discovered that the process becomes more simple. It is important to understand the difference between easy vs. difficult and simple vs. complicated. Although business is never easy, it can be simple. We live this principle each day as an example of intentional leadership. Being the example of significance is the best way to provide leadership.

To keep business simple is a result of our systems and process. We use and demonstrate each day what we teach and mentor. Although simple, success is never easy. It has been said that insanity is doing the same thing over and over, expecting different results.

At Caveat Institute, we add that success is doing the same thing over and over, expecting the same result. Whether we are in the valley of discouragement and disappointment or on the mountaintop of significance and excitement, the discipline, consistency and persistency is what keeps business simple. The lessons we have learned are incorporated in our systems and processes.



The experience that has allowed us to learn is passed on to our clients. We are transparent, honest and candid. Through our stories and experience, we are able to provide wisdom. As the world experiences our message, it is our desire that each person finds value. We hope each person discovers their opportunity to understand they can be significant in their world. We are passionate to help people facilitate thought transformation through innovative systems, processes and ideas that will result in a clear starting point, a discovery of their destination and an opportunity to close the gap.

3 Any places to eat or things to do that you can share with our readers? If they have a friend visiting town, what are some spots they could take them to?

Arizona has so much to offer. From low desert to high desert, from barren land to rich forest. There are so many areas to visit that will leave them enriched and refreshed. Introducing them to the 89A from Flagstaff to Prescott will allow them to experience red rocks of Sedona, the fresh waters of Oak Creek



Canyon, to the history of Jerome. Leaving the hot temperatures of Phoenix to the cool temperatures atop of Snowbowl, in just two hours will leave them enriched in vast differences of beauty.

Visiting the western towns of Wickenburg of horseback riding and ranches, Old Scottsdale for a great steak dinner and horse pulled carriages will leave them with memories of a life time.

A visit to the vast Native American lands will provide an understanding of their rich heritage.

If there is any time left, a visit to southern Arizona to take time to visit the past in the town of Tombstone, the border towns of Nogales, and the old town of Tucson would be a great way to finish off the week.

4

Who else deserves some credit and recognition?

Although there have been countless influences in my life, a few rise to the surface. John Lenz, who started me in my path was instrumental in shaping my passion into where I am today. Another is David Schaefer, who pushed me to believe the potential to be significant in the lives of others. Last but not least, Danny P. Creed who is my business coach. He believed in me, pushed me and pulled the potential to be a great coach out of me.

Website: www.bobreish.com

Instagram: www.instagram.com/coachbobreish

LinkedIn: www.linkedin.com/in/robertreish

Twitter: www.twitter.com/coachbobreish

Facebook: www.facebook.com/caveat institute

Youtube: www.youtube.com/bobreish

SHOUTOUT ARIZONA