



Real • Simple • Results

Mark's bio

As the founder of the WHY! Company, Mark Stanley helps entrepreneurial leaders in Central Iowa clarify, simplify and achieve their vision. He has worked with many different types of organizations in just about every industry, and has previous experience with Theory of Constraints (TOC), LEAN and Six Sigma tool kits before making EOS® his exclusive focus.

Mark was one of the first EOS® implementers in 2009 and is one of only 100+ Certified EOS® Implementers worldwide. To be part of this elite group, he has undergone extensive training, participates in continuing education, and attends Quarterly Collaborative Exchange (QCE) meetings with his peers on his way to EOS® mastery.

In addition, Mark believes that learning is the fountain of youth that keeps you inspired and motivated to do something great each day. He has a BBA in Finance with Honors from the University of Iowa, and an MBA from Drake University.

Mark is a member of a number of professional associations and boards. He and his wife, Mary Ellen, make their home in Johnston, Iowa. They support the arts and sciences as well as a handful of non-profits and charities. When he's not working, you can find Mark spending time with his family and friends, traveling, trying to match the wine with the cheese, and working to get his golf handicap into the teens. He has an insatiable passion for exploration, discovery and learning.



"I want to help entrepreneurs live their ideal life: Doing what they love to do with people they love working with, making a difference in the lives of others, getting compensated appropriately in line with the value they're creating, and having time to pursue their personal passions. EOS® is the system to do that."

Mark Stanley, Founder of
The WHY! Company

Mark by the numbers

WHY! Company Founding	2002	Lifetime EOS® Client Rating (1-10)	9.3	Years as Certified EOS® Implementer	10+
Total WHY! Company Clients	140+	EOS® Quarterly Collaborative Exchange Sessions (QCEs)	40+	Chance That You Can Surprise Him	~0%
EOS® Session Days Completed	800+				

Why work with Mark?

It's about helping YOU.

The journey to make your vision happen is easier with a partner you trust by your side. For decades, Mark has dedicated his coaching practice to helping entrepreneurs like you solve issues at the root and focus on what matters.

He's been where you are.

Mark has been a business owner who has owned and sold businesses. He knows what it's like to be an entrepreneur in the race because he's been there himself.

He knows what works.

Mark has led more than 800 EOS® sessions and spent thousands of days working with business leaders to solve big challenges. He's seen and done a lot, so it's not easy to surprise him.

He gets results.

Drawing from his experience and training, Mark can give you strategies and tactics and guide you through EOS® implementation effectively. He has happy clients to show for it.

He's committed to being 100% EOS® pure.

Mark follows the proven EOS® Process™ and implements the EOS® Tools purely to help you get the results you want. The more purely you do it, the better it works.

He's there for his clients.

Mark will be there when you need him to help you work through challenges and implement the tools throughout your journey to EOS® mastery.



CLIENT LIST BY INDUSTRY

MANUFACTURING - 51

- Advanced Tooling Specialists
- ALMACO
- Applied Technology Plastics
- Bandag /TDS
- Bedford Reinforced Plastics
- CemenTech
- Centro Manufacturing
- Clipper Windpower
- Deatsch Werks
- Dee Zee Manufacturing
- DFS Animal Nutrition
- Donaldson
- EZ Dumper
- Fairfield Glove
- Feed Energy
- Firestone
- Fort Dodge Animal Health
- Freemont Farms
- General Mills
- Gowanda
- Hansen Ag
- Heinz Corporation
- Hi-Heat
- HNI Corporation
- Howgan Electric
- IMI Cornelius
- Iowa Mold Tooling
- John Deere – Waterloo
- Keifer Built
- Kreg Tool
- LDJ Manufacturing
- Mahle-Tenex
- Meto Kote Corporation
- Omega Cabinetry
- Oral B
- Pella Windows
- Pengo
- Pindar Set
- Power Engineering & Manufacturing
- Prince Manufacturing
- Rockwell Collins
- Sears Seating
- Seneca Foundry
- Seneca Tank
- Siegwork
- SR Instruments
- United Equipment Associates
- Viking Pump
- Wells Blue Bunny
- Windsor Windows
- Winnebago

SPORTS / ENTERTAINMENT - 1

- Menace Soccer Club

DISTRIBUTION - 9

- College City Beverage
- Fort Dodge Steel
- Jacobson Warehousing
- Balance 4ward
- JM Swank
- RPA International
- Snap-On Tools
- Solar Transport
- Union Pacific

CONSTRUCTION - 8

- 4 Corners Homes
- CTI – Concrete Technologies Inc.
- Graham Construction
- Master Builders of Iowa
- McGill Restoration
- Scott Construction
- Speck USA
- Summit Concrete

HEALTHCARE - 5

- Guttenberg Hospital
- Medix Tech
- Mercy of Des Moines
- St. Luke's of Cedar Rapids
- University of Iowa Hospitals

NON-PROFIT / GOV / EDUCATION - 17

- Balance Autism
- Center for Ind. Research & Service
- Defense Acquisition University
- DMACC
- Dowling Catholic School
- Eastern Iowa Community College
- Essential Pregnancy Services
- Hawkeye Community College
- Iowa Catholic Radio
- Iowa Quality Center
- Iowa Sports Foundation
- Kirkwood Community College
- Meals from the Heartland
- North Iowa Community College
- Penn State University
- Quad Cities Chamber of Commerce
- State of Iowa

BANKING / FINANCIAL / LENDING - 7

- Blackbird Investments
- Community Business Lenders
- Green State Credit Union
- Harrison Financial
- Javlin Capital
- Prisma Financial
- Vendorin

SERVICE / TRANSACTION - 39

- Ad-Track
- Ankeny Animal & Avian
- Bearence Management Group
- ChildServe
- Copy Systems, Inc.
- CoreFocus
- Delta Dental of Illinois
- Delta Dental of Iowa
- EDS
- Express Logistics
- Gateway Mortgage
- GMAC
- Golden Rule Plumbing
- Goldratt Consulting
- Holmes Murphy & Associates
- Housby Online
- HOW? Company
- Howgan
- IDEA
- IMAGETek
- Iowa Foundation for Medical Care
- John Deere Credit
- Kading Properties
- The Members Group
- Mudd Advertising
- Natel Broadband
- NCS Pearson
- Paragon, Inc.
- Perficut
- Rainbow International of SCI
- Saxton
- SITEL
- Solutions for Sales
- US Water / Culligan
- Wellmark Blue Cross & Blue Shield
- Wells Fargo
- WPA Intelligence
- Viable Vision, LLC
- Vision Electric

RETAIL - 4

- Dufresne Group Ashley Stores
- Hills Country Ashley Stores
- Kum & Go Convenience Stores
- Mr. B's

DEALER / AUTO - 5

- Certified Transmission
- Housby Mack
- Schaefer Autobody
- Victor L Phillips
- Wright Auto

TOTAL = 146



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Client Testimonials

As a facilitator, Mark is an artist who truly knows how to keep things moving. He's very organized and disciplined about the system. I was surprised at his ability to take a simple concept and turn it into actionable steps. He also encouraged us to just keep moving forward — don't dwell on perfectionism. Since working with Mark, communication has improved throughout our company. We are rowing in the same direction now. Our motto is, "Lead the people and manage the system." I think all businesses, at any phase of the business cycle, could benefit from working with Mark.

Todd Drake

*CEO, New Balance Commodities
Nodaway, IA*

I enjoyed working with Mark. It was sometimes painful ... but in a good way. He's not afraid to push back when needed. He's a master of the EOS world — he has the EOS process down to a science and he's very good at facilitating with a leadership team.

Mark helped us change and refocus our purpose with a more crystal-clear version of the core values that drive our team. He also helped us "elevate and delegate," so my time is beginning to be more focused on the right things — and our profitability has continued to increase. I would recommend Mark to anyone on a fast track to growth who's willing to invest in and work on their business.

Tim Harrison

*Founder & CEO of Harrison Financial Services
Omaha, NE*

Before working with Mark, I didn't know anything about EOS or the tools that come with the system. It has been a game-changer for us! We have solved people problems — not having the right people in the right seat. Our turnover has also reduced, and our sales and profitability have grown tremendously.

We used to spend a lot of time in unproductive meetings, therefore not getting the results needed. Now our meetings are efficient and we get a lot done. Plus, my leadership team is relatively young, and since partnering with Mark, that team has really matured and excelled. In the past, our core values had no impact on our business and were not well defined. Now we live by our core values — we hire, fire and recognize performance based on them — which has led to improved culture.

Mark has really helped us create better structure, which has helped us build better bench strength. Now I can sleep better at night! I believe Mark can help any type of business that is trying to grow and wants to improve results.

Chad Rubner

*President, Express Logistics, Inc.
Waukee, IA*



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Mark is friendly and professional to work with. His background gave him a great perspective on our business and helped us bring out our best. He not only has a thorough understanding of EOS, but was also great at passing along that knowledge and executing the EOS system for us.

He was able to keep my team focused, and the overall accountability, planning and clarity he brought was by far the best thing we've ever done for our business.

Michael Schill

*Owner, NATEL Broadband
Fairfield, IA*

We have seen a greater return in our business in the 1.5 years that we have been working with Mark than we did previously, and the quality of our lives has improved greatly by the better way we are working. He is definitely worth investing in!

What makes Mark different is his mastery of the EOS system, which provides a very clear approach and useful tools in a well-defined way, and which requires the leadership to be on the same page about each step. He's enjoyable to work with, efficient, and a very quick thinker. He's been invaluable in helping us apply EOS principles to our service-oriented business, which is not the traditional EOS model. In addition, he takes time to get to know each member of the team and tries to understand the big picture of the business and uses this to help solve issues. Nearly everything we do goes back to our set of core values, which helps get rid of a lot of confusion and conflict. The weekly, quarterly, and annual meeting pulse has ensured our leadership team is meeting routinely, and is constantly solving issues in a timely fashion, and that we are always on the same page. This takes out a lot of time and confusion, and has streamlined the way we do things.

We also found that it's much more efficient and productive with an EOS implementor versus implementing the EOS system on our own. Even though the book "Traction" lays out the system very clearly and in an easy to follow fashion, having Mark guide us through it, and breaking it down, has made us look at our business in a very different, more objective way, while still maintaining our people-oriented style.

We have also strengthened our financial skills and knowledge, which has historically been a weakness with us, as we tend to skew toward people and do not have a passionate interest in financials. We have strengthened our processes and internal systems, which has solved a lot of communications and performance issues.

Working with Mark would be great for any business that is struggling with accountability, people issues, or not drumming up enough business, as well as those that want to learn how to better leverage their business in a way to make more money, provide better service, and grow their people.

Katie Reynolds and Amanda Gigler

*Owners, Ankeny Animal Health and Avian
Ankeny, IA*



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I often think of Mark like a leader's psychiatrist! He sees very clearly through the issues I face to give an accurate and honest picture of the situation. He calls out the issues and presents the options with their consequences. While other consultants may have keen insights, they do not have the robust tools of EOS to solve such a wide array of issues. Mark is always able to relate our problems back to one of the EOS tools.

The difference and importance of the visionary and integrator roles has been an epiphany for me. It helps me see the talents of employees and relate how I will interact with them. We are much more effective because we can discuss our team's talents and utilize them regardless of a person's seat. The unity between our four main departments has increased significantly. Each leader has gained a level of confidence and respect for each other that makes dealing with issues a much easier task.

After working with Mark, I feel like I have permission to invest in resources that not only lessen my stress level, but also increase our productivity and efficiency. The entire team sees this investment as essential to our ongoing success. If Mark can integrate EOS into a high school setting, I am comfortable saying any business will benefit from his services.

Dr. Dan Ryan

*President, Dowling Catholic High School
West Des Moines, IA*

Mark is the perfect balance of antagonist and supporter! He doesn't let me get away with any of my BS; I love that! He simply has so much "business, real world" experience — everyone else theorizes about business, he has actually done it! I also like the fact that not all of his ventures were great ones. He has "scars on his back," and I never trust anyone that has been "perfect," He has also been "in the room" with so many different businesses and business leaders. His knowledge of how others do things is incalculable. He has also "looked under the hood" of each of those businesses, so he ACTUALLY knows how they are doing.

I've learned that I can actually be a good leader, if I use the process that Mark has taught me. He saved my life and career at Graham. There is simply no way to thank him for what he has done for me, our people and this company. We were a complete "sh*t show" before Mark! No clarity of purpose, core values or organizational structure. There were "fires" everywhere with ZERO accountability! Our margins have significantly improved; that's the thing people don't understand — Mark's ROI is astronomical! He is freaking too cheap if you ask me, and I have told him so! The guy helped us find another \$1.3MM of additional income in one 60-minute exercise; how can you provide better financial value than that?

Mark has helped me "calm the business down." I have a clear vision and it allows me to focus. I still have my foot down hard on the gas, but Mark helped me to get the car moving fast! If you are talking about leadership value, he is a confidant and friend. He knew what to say to me and my team at some of the toughest moments of my career; you can't put a price on that.

Steve Hauschilt

*President, Graham Construction
Des Moines, IA*



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Mark is pleasant and professional to work with. He adds value as an EOS facilitator through his ability to simplify complex conversations, keep everyone on track, stay positive in the face of disagreement or discouraging team members, and stay consistent in his direction.

Mark's simple explanation of how a business works has changed my mindset completely. This is where he says, "Marketing provides warm leads, sales converts those warm leads to business, operations converts that to cash ..." He can probably tell you that better than what I can!

He also quickly learned the nuances of our industry and to speak our language, while pulling best practices from other industries to our application and encouraging us to see the value for our business. He had a significant role in developing our VTO and Accountability Chart. Both of these issues were things we tried to solve for YEARS, and they were 90% solved in our first 90 days with Mark and 100% solved (we can and will always improve) within the first 9 months of working with Mark. He's provided great value in organizing and communicating expectations for our upcoming meetings, leading the meeting as a facilitator, and bringing curriculum forward that can help us mature.

S.J. Risewick

*President, Seneca Tank
Des Moines, IA*

We had a lot of work to do in improving the health of our leadership team. We began the EOS / Traction process in the Fall of 2012, got things back on track and had the best year in the firm's history in 2013. The EOS / Traction process is real, simple and gets results.

Mark Stanley is the best advisor / coach / facilitator that I've experienced in 35 years of business. His passion for helping people and firms succeed, delivers almost immediately in tangible results. He has a great touch with people and tremendous, practical experience.

Joe Teeling

*President, Bearence Management Group
West Des Moines, IA*

The EOS / Traction process that we have implemented in our business, through Mark Stanley's guidance, has proved to be the tool we needed to take our business to the next level. It gives our employees a clear roadmap on our future as well as the "turn by turn" directions we need to achieve our 10-year target.

Patrick Clem

*Co-President, ALMACO
Nevada, IA*



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I've worked with Mark for several years on the Board of a mid-size fuel hauler that was using the EOS/Traction process before engaging him to work with our companies. After seeing the EOS/Traction process work first hand, we decided that we needed the discipline and organization that the Traction process brings to help us break through the ceiling. We're better organized for growth by identifying the right seats and getting the right people in place. We've got 90 day rocks that help us keep the most important things in front of us and we've got a solid scorecard in place that gives us the weekly pulse on our business.

One of biggest changes has been our weekly staff meetings - with the Level 10 process, we're getting more done with a higher level of energy. Mark has done a great job facilitating the process and getting us on the right track to growth and profitability. The EOS/Traction process has really helped us clarify, simplify and work towards our vision. After growing up in this business, I didn't really think it could be this simple.

Kelly Housby

*Owner, Housby Trucks / Housby Online
Des Moines, IA*

As Chief Operating Officer of a fast growing organization, I found Mark Stanley and his approach to be very effective in helping us utilize EOS/Traction, Lean Six Sigma and Theory of Constraints tools and methods which were not only practical, but very effective. He came into our organization and helped us develop a cohesive plan and approach to increasing our management effectiveness and improving the overall health of our culture.

Mark also supported us with an in depth analysis of our key processes identifying major constraints and potential solutions to remove them and expand our overall capacity without adding resources.

We look forward to working with Mark to advance our company further into the future.

Mike Kinley

*Chief Operating Officer, DFS Holdings Inc.
Johnston, IA*

I would like to personally thank Mark and the WHY! Company for their contribution in helping transform the Feed Energy Company into a more results focused organization. Through Mark's Supply Chain Consulting, Lean Six Sigma Training and EOS / Traction Facilitation, we have more fully developed our leadership team and stay laser-focused on what is most important. With the business improvement tools in place and our leadership laser-focused, we have been able to grow a mature business by over 30 percent in the last two years.

I would highly recommend Mark, and the WHY! Company, to any business owner that wants to grow their business in a manner that allows for the success and sustainability of their organization.

Mike Shindelar

*Executive Director, Feed Energy Company
Des Moines, IA*



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Your help with the ISF has been invaluable. The EOS Model and your V/TO are great tools for our nonprofit that gives us a practical and user-friendly way to stay on task. They have taken our staff meetings and our overall performance to a different level. We have experienced a new closeness and for a small staff that is so very important.

Clarence Hudson

*Executive Director, Iowa Sports Foundation
Ames, IA*

Mark, I want to thank you foremost for giving a method to our madness. One of our biggest challenges was organizational development through rapid growth. EOS has given us the tools, the language, and the systems to bring order to chaos and help us to work better as a team to achieve more and to significantly improve the sustainability of our company. I am personally an avid study of business, but always struggled with how to implement all the great concepts that I heard and read about. EOS is a great system to bring all those amazing concepts down to a level that we have been able to implement, sustainably, in our business.

Another significant benefit of EOS, for us, has been the recognition and definition of the VISIONARY. The founder of our business is a true VISIONARY, and this process has allowed us to properly structure the organization around him to be able to achieve more than we could have imagined with more clarity, and without killing each other!!!!

Luke Van Wyk

*General Manager / Owner, LDJ Manufacturing
Pella, IA*

The EOS process and Mark's keen ability to impart it's wisdom and practicality has helped us remain on-track, reaching for our BHAG while staying true to our Core Values. We hire, coach and fire according to our Core Values. We manage our organization's structure based on team member accountability to fulfilling their role. We plan quarterly and set Rocks, execute and measure. But most importantly our meetings are focused - we Identify, Discuss and Solve the most important issues on a weekly basis. Even in the best of times, we are focused on improving and mastery.

Mark Stanley brings much more to the table than just EOS. We use him to facilitate our quarterly and annual planning sessions. He shares his wisdom but most importantly, he keeps us on track and not afraid of healthy conflict. We always leave our quarterly meeting with a renewed sense of direction and with the leadership team all on the same page.

I strongly recommend EOS. It's a sound system that offers immediate results and a structure for continued success. And having the opportunity to work with Mark in implementation is an added plus.

Tracy Williams

*Owner, 4 Corners Homes
Tulsa, OK*



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I often ask myself how we ran our company before using the EOS /Traction system. Utilizing the level 10 meetings and the scorecard across all departments is critical to maintain a pulse on the performance of our company. It is comforting to know that everyone is speaking the same language, organized around the same vision and all driving to complete the same company rocks.

EOS is the ultimate in personal and professional accountability. If i were starting a new company I would start with the Vision / Traction Organizer (VTO) process first!

Dusty Boren

*Owner, 4 Corners Homes
Tulsa, OK*

It was great to work with Mark and his team at WHY! Company, his dedication to the task, and efforts to make us successful, are unmatched. We enjoy our relationship with the WHY! Company and consider them a valuable contributor to our success.

Kip Augsperger

*Executive Director, Holmes Murphy and Associates
West Des Moines, IA*

The WHY! Company's expertise was instrumental in integrating the use of Malcolm Baldrige program criteria in Iowa state government. Their outstanding training and systems thinking helped us focus on the "how to" of organizational assessment and change.

The WHY! Company's practical, results-orientated approach helped us put systems in place that achieved significant savings and improved customer service.

Linda Leto

*Director of Quality, State of Iowa
Des Moines, IA*

The WHY! Company delivers results. Our first project was to apply Six Sigma principles of quality to our cost of risk. We moved both our incident rate and cost per claim down. This had an immediate impact on our cost of General Liability and Work Comp insurances.

Dennis Folden

*Chief Operating Officer, Kum & Go Corporation
Des Moines, IA*

Mark has the incredibly rare skill of quickly and concisely building a process that will produce results and is manageable in the "real world." Mark's communication skills take a complex issue and distill it to simple clarity that is implementable and effective.

Michael Demere

*Chief Development Officer, Dialog Health
Nashville, TN*



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We had been looking around for a way to improve our operations and honestly didn't know what to expect when we decided to complete the Baldrige Self-Assessment Process. Mark and his team made us feel very comfortable in taking us through the process and we anticipate doing a lot more work with the WHY! Company in the future.

They are very good at what they do and were very dedicated in helping us get where we wanted to go.

Lois Crilly

*VP of Operations, Delta Dental
Urbandale, IA*

Mark has done an outstanding job of getting our company on the right track by assisting us in implementing the principals of the Entrepreneurial Operating System found in the book "TRACTION-Get a Grip on Your Business" by Gino Wickman.

Bruce Lindquist

*Midwest Region Sales Manager, LeSaffre Feed Additives
Ankeny, IA*

I've had the privilege of working with Mark on a number of different fronts over the past 10 years or so. He has a wealth of business experience to draw from and is very passionate about what he does -- the man lives and breathes the business, you should see his personal library!

But the greatest asset Mark brings to the table is an amazing gift of being able to untangle the very complex and serve it up in a way that's easy to comprehend and act upon. He's fun to work with and is someone you want on your team!

Ryan Albers

*Marketer & Brand Builder, Performance Marketing
West Des Moines, IA*

Helping business owners get more of what they want from their business Mark's extensive business background and hearing ear equips him with the uncanny ability to take complex situations and dilemmas faced by businesses and their leaders and reconstruct them in their simplest forms and find resolution.

He governs his work and relationships with a high level of integrity and sincerity. It has been a privilege working along side him for the past 6 years.

Steven Wilson

*Independent Consultant
Cedar Rapids, IA*



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Mark's clients

