

### A Blue-Collar Transformation Powered by Life Pulse Coaching

**McCarthy Pest Control** is a third-generation, family-owned pest control company serving the greater St. Louis area. Built on hard work and community reputation, they faced the same challenge many blue-collar businesses do: balancing daily operations with long-term growth—without burning out the owner or losing team engagement.

#### The Challenge

Before partnering with Life Pulse, McCarthy Pest Control's leadership and staff were:

- **Overwhelmed** – Owner Tim McCarthy was wearing every hat, from sales to fieldwork, with no clear delegation system.
- **Unstructured** – Meetings were inconsistent, communication happened “on the fly,” and goals often got pushed aside.
- **Disconnected** – Leadership operated more as individuals than a united team, leaving employees uncertain about direction.
- **Burning Out** – The passion and energy that built the company were slipping away.

“I was either going to have to sell... or get help.” – Tim McCarthy, Owner

#### The Life Pulse Solution

Through Life Pulse's Optimization Overhaul and Personnel Performance Gaps (PPG) process, McCarthy Pest Control implemented:

- **Clear Leadership Structure** – Defined roles, measurable goals, & ownership of responsibilities.
- **Delegation Systems** – Freed the owner from micromanaging so he could focus on growth.
- **Consistent Communication** – Weekly leadership meetings and full-team workshops to ensure alignment.
- **Gap Identification & Solutions** – Employee-driven insights prioritize top issues to solve first.
- **Weekly Intentional Planning** – The LP Planner's brain dump and goal alignment tools turned chaos into clarity.

#### Why This Matters for Blue-Collar Industries

Whether it's pest control, HVAC, plumbing, electrical, or landscaping, blue-collar companies face the same barriers:

- Skilled owners trapped in operations
- Teams reacting instead of leading
- Communication breakdowns slowing progress

McCarthy Pest Control proves that with the right structure, leadership development, and intentional planning, blue-collar businesses can **retain top talent, increase efficiency, grow without sacrificing quality or work-life balance**

Life Pulse Coaching bridges the gap between intention and execution — turning great blue-collar workers into great blue-collar leaders.



# From Burnout to Buy-In: How Intentional Leadership Revitalized McCarthy Pest Control

**CLIENT SPOTLIGHT:** Tim McCarthy | Owner, McCarthy Pest Control

## THE CHALLENGE

After decades of running his third-generation company, Tim McCarthy found himself worn down, going through the motions, and losing the spark that once fueled his business. Daily operations had become mundane and reactionary, with leadership scattered, communication inconsistent, and no clear system to develop managers. The weight of wearing “every hat” left little room for strategic growth—or personal life.

*“Life Pulse breaks it down in a digestible way—not just fixing problems, but looking holistically at who we are as humans.”*

## THE SOLUTION

Through Life Pulse’s **Optimization Overhaul** and **LP Complete**, the leadership team:

- Established clear management structure and leadership alignment
- Built a delegation system that freed Tim from doing everything himself
- Identified and prioritized top company gaps through employee input
- Implemented weekly cycles of review and intentional planning
- Trained the entire team through a full-day workshop focused on both personal and professional growth

*“I was wearing out. I’d either have to sell or get help.”*

## THE RESULTS

Leadership	↑ ownership & accountability
Delegation	↑ time for strategic focus
Communication	↑ openness & alignment
Moral	↑ engagement & purpose
Energy	↑ engagement & value

## THE IMPACT

- Leaders now own their roles and work toward measurable goals
- Meetings address shortcomings without hurt feelings
- Tim can focus on growth opportunities instead of micromanaging
- PPG process created buy-in from the entire team
- Weekly intentional planning cycles are shaping a better future for both the company and its people

## TIM’S ADVICE

“Although it’s simple, open communication wasn’t happening before. Now it’s changing everything. The ripple effect changes the entire company.”



# From Chaos to Cohesion – How Structure Sparked Growth at Every Level

**CLIENT SPOTLIGHT:** Debbie Whitelaw | Office Manager, McCarthy Pest Control

## THE CHALLENGE

Before partnering with Life Pulse, McCarthy Pest Control’s leadership team operated in a chaotic, unstructured environment. Communication was reactive and inconsistent, tasks were frequently pushed aside, and there was no unified management group. Employees lacked direction, and leadership struggled to identify, define, and close performance gaps.

*“Before Life Pulse came in, it was chaotic, unorganized, and unstructured. We acted without thinking—and important things were pushed aside.”*

## THE SOLUTION

Through Life Pulse’s **Optimization Overhaul** and **LP Complete**, the leadership team:

- Established weekly leadership meetings for consistent structure
- Engaged in the 90-Day Goal Rush to achieve key priorities
- Completed the (PPG) process to identify, bridge, and sustain improvements
- Conducted a full-team workshop to involve employees at every level
- Reorganized roles and empowered team members to succeed

*“Seeing the gaps on paper changed everything—we could finally identify them and know how to address them.”*

## THE RESULTS

Leadership	↑ unified, consistent
Goal Achievement	↑ measurable progress
Empowerment	↑ clarity & ownership
Communication	↑ open & ongoing
Moral	↑ engagement & value

## THE IMPACT

- Leadership now operates as a unified management group for the first time
- Open communication has become a consistent habit
- Employees feel valued and invested in
- Role clarity has boosted confidence and productivity
- Company culture has shifted toward growth and shared success

## DEBBIE’S ADVICE

“Although it’s simple, open communication wasn’t happening before. Now it’s changing everything. The ripple effect changes the entire company.”



# From Voice to Vision: How Gaining Confidence Created Company-Wide Alignment

**CLIENT SPOTLIGHT:** Raymond Carrico | Service Manager, McCarthy Pest Control

## THE CHALLENGE

Before Life Pulse, Ray operated with less structure, limited influence as a leader, and inconsistent communication rhythms with ownership. Meetings were often skipped due to chaotic schedules, and leadership relationships lacked alignment. While dedicated to his role, Ray was more seen as a peer than a leader, limiting his ability to drive lasting changes for the team.

*“I wasn’t looked at as much as a leader as I was a peer.”*

## THE SOLUTION

Through Life Pulse’s **Optimization Overhaul** and **LP Complete**, the leadership team:

- Learned to better schedule and manage time for himself and his team
- Gained the confidence and voice to communicate directly with ownership
- Instituted consistent leadership meetings and kept them on track
- Adopted the LP Planner & Brain Dump system for weekly organization
- Participated in the Personnel Performance Gaps (PPG) process to identify, bridge, and sustain solutions

*“The coaching calls give me more confidence in my position, and more of a voice to have the tough conversations.”*

## THE RESULTS

Leadership	↑ credibility & influence
Productivity	↑ efficiency & organization
Consistency	↑ follow-through
Engagement	↑ alignment & participation
Relationships	↑ trust & collaboration

## THE IMPACT

- Shifted from peer-perceived to recognized leadership authority
- Built productive, trust-based relationships with both ownership and colleagues
- Improved alignment between operations & company goals
- Created a culture of consistent communication & accountability
- Saw employees become more engaged in both professional & personal growth

RAY’S  
ADVICE

“Stay focused, remain teachable, and invest in systems that help you organize and lead more effectively.”