

Vistage Key Group:

A sounding board
for feedback



Travis Becketl

Southern Counties Lubricants, LLC
General Manager
Vistage member since 2013

The Journey

After four or five years as a Professional Baseball Player for the Colorado Rockies, Travis Becketl was at a career crossroads. Would he continue playing baseball or embark on a new career path? At age 26, Travis decided to do the unexpected. With no background or training in running a business, Travis decided to join his father's firm, Southern Counties Lubricants, LLC.

Travis started working at an outpost location of the company through a learning process he calls, "trial by firing squad."

The Challenge

Fast-forward five years and Travis has grown his company from five or six employees to a full-fledged staff of more than 30 people.

As he expanded the company, Travis faced the challenge of cultivating a work environment that centered on nurturing employee growth and garnering their trust. And because of their differing approaches to work, Travis often found himself at odds with his father.

"As I was trying to instill some new values, they would sometimes be hit from the other side, which misdirects my employees because it brings up the question of 'Okay, who is really in charge here?' " Travis said.

After he discovered Vistage through a customer's recommendation, he joined a Vistage Key Executive group, which brings up to 16 peers together for challenging discussions and fresh perspectives. Travis started to share and seek business advice on navigating the sometimes-tricky dynamics of a father-son working relationship.

The Solution

As a Vistage Key member, Travis was able to achieve major breakthroughs with his relationship challenges.

"Half of our group could relate to the father son-type relationship because they were in the same position, and they could see themselves in my father's shoes," he added. Travis also said that an older member acknowledged that he could now see issues from his son's perspective.

Since being a member, Travis has been able to successfully manage his relationships with employees and his father by figuring out how to communicate more effectively and gain the trust of his staff.



"[Vistage] for me, brings a human element to what I'm doing. I look at my employees' contributions to my business and ask, 'Am I doing the best that I can to inspire my team?' "

To learn more about becoming a Vistage Key Executive, go to vistage.com/explorekey