

## *Business Clinic*

The Business Clinic mentoring sessions give clients that have decided to grow themselves and their business, but are unable to commit to a long-term program, access to business and personal development coaching at an entry level investment.

It is also an ideal way for those concluding their mentoring programs to stay connected to Paul for ongoing discussions and coaching.

Although investing in the Business Clinic does not have the same level of accountability and long term focus of a full Coaching Program, it does provide clients an effective tool to assist their growth. While the Business Clinic is extremely flexible, there are several main services.

### **1. Alignment Session**

The alignment session is designed to expand on the 'diagnostic' process (that you may have previously undertaken), and give you a clear understanding of your direction long, medium and short-term goals and what needs to be done to achieve them. *This coaching session is separate to normal the standard 'sessions' included in the Business Clinic.*

### **2. Clinic Sessions**

These sessions are to discuss your progress, set goals, and/or to develop the strategies and actions that you need to take in order for you to be on the right path to achieving your goals or overcoming your constraints. Meetings are conducted as often as necessary over the phone, online (eg Skype) or face-to-face to ensure your investment is maximized. Sessions are up to 1.5 hours in duration.

### **3. Your Critique Service**

In addition to your Business Clinic sessions, Paul can critique and/or help you develop your

*I am personally convinced  
that one person can be a  
change catalyst, a  
"transformer" in any  
situation, any organization.  
Such an individual is yeast  
that can leaven an entire  
loaf. It requires vision,  
initiative, patience, respect,  
persistence, courage, and  
faith to be a transforming  
leader."*

Stephen R. Covey



marketing, systems, or team building material and documentation. This service is designed to ensure your advertising and promotion material has the greatest chance of success and continues to improve in its design and effect.

#### **4. Supplier/Customer Coaching & Training**

If appropriate, Paul can also conduct coaching interviews or training for your team. He may also act as a 'mystery customer', interacting with your sales team as a prospect anonymously, to identify how your team perform and interact with your prospects and customers. This service can be utilized in place of a standard session.

#### **5. Planning Days**

Paul runs 4 Planning Days per year. At present these days are the first Fridays in January, April, July and October from 8.30am to 4.30pm however these dates and times are subject to change.

Planning Days are an important part of growing your business – as such attendance at each of the days is strongly recommended. These days are offered to clients on a Coaching Clinic agreement at a heavily reduced rate.

*If you don't see  
yourself as a  
winner, then you  
cannot perform as  
a winner.  
Zig Ziglar*

#### **6. Your Commitment to the Sessions**

The role of your Coach is essentially that of mentor, motivator and guide. To ensure that you keep up with the work required, and to ensure this program and its fundamental philosophies are instilled correctly into your business, you will be required to put in the work required to get the work done.

#### **7. Your perspective during the Sessions**

Consistent with the Mentor Plan point of view, we strongly advise against crisis management within your business. Instead, we recommend a step-by-step process to implement the strategies and concepts that your Coach recommends.

#### **8. Duration**

Your investment gives you access to the services of your Coach for the number of sessions agreed. Sessions must be utilized within 12 months from the date of the initial session. It is NOT designed to deliver all you need to grow your business in that time; it is designed to provide you with 'entry-level' access to professional business development tools for a number of coaching sessions, to be used as needed.