



Mentoring Programs

There are four Mentoring Programs to choose from...

StartupCOACH

Building a Solid Base

Sessions monthly

The **StartupCOACH** program is designed for owners or managers of a small business who know they want more out of their business but do not know how to get it. These businesses may have just started, don't have the infrastructure to take full advantage of the more in-depth programs, or just need an injection of enthusiasm and guidance each month. It is also recommended as a good maintenance program for business owners that have completed one of the other one-to-one mentoring programs.

StepupCOACH

Empower Your Business

Sessions fortnightly

The **StepupCOACH** program suits those business owners who really are committed to get their business ahead. The type of business that most benefits from this program is a business who's owner really wants their business to implement the strategies for improvement detailed in their *Business Plan* quickly and effectively.

PowerupCOACH

Grow Your Business

Sessions weekly

The **PowerupCOACH** program is designed for those businesses that are determined to achieve significant growth in the next 12 months. Your business is probably already going well but you may typically need to rapidly expand your customer base, introduce a new product or open another outlet. You have some really good staff members in place but your business is struggling to reach its full potential. You are probably working way too many hours a week and the business would not be able to survive without your constant input.

FreedomCOACH

Making a Real Difference

Sessions weekly

You're **FreedomCOACH** program is for those people who really want to kick their business along and achieve real goals for the year. Your business is probably already experiencing steady growth. You have some really solid groundwork in place and you and your Team might eventually make it happen anyway. You just know that working with Paul would make



a real difference to your lifestyle and the value and the position of your business in the marketplace. (This may also be a prelude to your exit strategy!)

But be warned...

This program is not for the faint hearted or the non-committed; it is for those business owners who are really willing to make a difference and are not afraid of taking on challenges. You understand that introducing systems and performance standards are the key to achieving what you want from your business in the future. Yes, we work on all areas of your business, but as your Coach, there is more demand to really perform and not let you get away with all those old habits that have been holding you and your business back. **You must be committed to change.**

Mentoring Program Summary

StartupCOACH - Building Your Solid Base				
StepupCOACH - Empower Your Business				
PowerupCOACH - Grow Your Business Program				
FreedomCOACH - Making a Real Difference Program				
Strategy implementation and goal setting sessions via phone, online (Skype) or face-to-face (hours per month).	1.5	3	6	8
Critiquing of your marketing, systems, logistics and team building pieces (hours per month)	1	2	4	6
Supplier/Vendor consultations (per annum)	6	8	12	12
Complimentary DISC Evaluation(s)	1	2	4	8
Complimentary business book (number per quarter)		2	2	4
Complimentary BreakfastCLUB (number of people per meeting)		1	2	3
Business templates and systems	☑	☑	☑	☑
Unlimited Coach contact (Fax, E-Mail, Calls)		☑	☑	☑
Access to the Coach's library		☑	☑	☑
Complimentary GrowthCLUB Membership (90 day planning days)			☑	☑
50% discount on Business Plan (Save \$3,000)			☑	
Complimentary Business Plan (Save \$6,000)				☑
Team Training Day (Valued at \$3,500)				☑



Your Program Activities

The number and combination of the activities that we implement during your program will depend on their size, complexity and **your ability to undertake the workload involved**. The appropriateness, order and priority will be identified during the *Business Plan* process but may change during the program. As a licensed **ActionCOACH** Business Coach, I am experienced in, and able to assist you with the strategic design and implementation of activities as you take your business through the following steps;

- **Mastery** - “Creating a COMMERCIAL Enterprise” - The first stage of growing any business is about making sure it delivers its products or services profitably, productively and with enough information to make great decisions. It’s about building a foundation before engaging in an effort to acquire new business. It’s about the owner taking back ‘control’ of the business and removing any chaos.
- **Niche** – “Creating a Commercial, PROFITABLE Enterprise” - Niche is all about Marketing. At this step you define your uniqueness and guarantee, articulating the value of your product or service, getting and keeping customers and moving them towards higher loyalty levels making them ‘Raving Fans’.
- **Leverage** – “Creating a Commercial, Profitable Enterprise, that WORKS” – Leverage is about implementing systems and controlling the effects of Supply and Demand, ensuring quality and increasing profitability. At this step, you Leverage finances, systems, people and your marketing.
- **Team** – “Creating a Commercial, Profitable Enterprise, that Works, WITHOUT YOU” – During this step, you work on developing an amazing team. T.E.A.M. means ‘Together Everyone Achieves More’. Everyone is in the right position, doing the right things at the right time.
- **Synergy** – “Freedom” – At this step, everyone is in the right position, even a General Manager, doing the right things at the right time, in ‘massive amounts’. You, as the business owner, are spending your time working solely on strategic issues and your income is largely passive coming from the business. You have the freedom to explore new business opportunities and begin to think about exiting the business or diversifying or duplicating the business.
- **Results** – “Invest Your Time and Money” – Now you can turn over the operations to others and be free to become a full-time investor, investing in businesses, real estate or other opportunities. You may even decide to become a coach as many of our other clients have done.



Your Commitment to the Program

The role of your **ActionCOACH** is primarily that of mentor and motivator. To ensure that you keep up with the work required, and to ensure that your program and its fundamental philosophies are instilled correctly into your business, you will be required to work from two (2) to six (6) hours per week on marketing and business development activities *in addition to the meetings with your ActionCOACH*. This work is designed to achieve the desired results within your business in the shortest possible timeframe but *may occur outside normal business hours*.

Your Perspective During The Program

Consistent with the Mentor Plan point of view, we strongly advise against crisis management within your business (i.e. reacting because you need immediate results or better cash flow). Instead, we recommend and ask for your commitment to engage in a proactive step-by-step process as you implement the ActionCOACH strategies and concepts.

“It is more important to do what is strategically right than what is immediately profitable.”

Philip Kotler