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"The Purpose Economy will hit a tipping point, as demand for purpose is expected to increase by 300% by 2020.

Businesses that operate with purpose outperform those who don't by 14:1.

Much like technology a few years ago purpose has now become a business imperative".

- World Economic Forum

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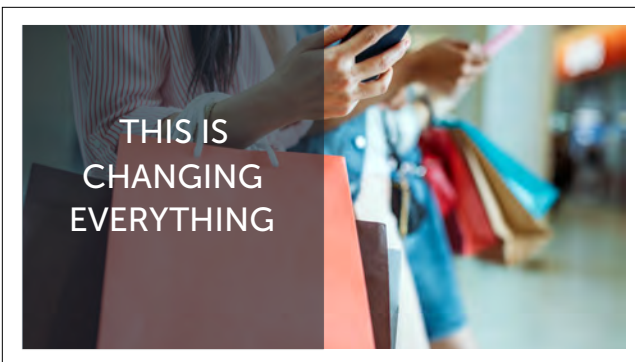
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## THE WAY PEOPLE BUY HAS CHANGED FOR GOOD

We have new  
expectations



OUTCOMES  
Not ownership

CUSTOMIZATION  
Not Generalization

DEEPER MEANING  
Beyond the transaction

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## GLOBAL TRENDS

VUCA

DIGITAL  
INNOVATION

SPEED OF  
CHANGE

INFORMATION  
OVERLOAD



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## EVERY INDUSTRY IS SHIFTING

Leaders are creating new experiences through a new kind of business model



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# THE BEST COACHES ARE REINVENTING THEMSELVES

Away from purely coaching towards what coaching clients really want



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THE MARKET

\$12.9 Billion

What Your Coaching Clients Want From You... create | RESEARCH

WHAT YOUR CLIENTS WANT



Social Impact

Life Changing

Emotional

Functional

WHAT YOU'LL NEED...

- ✓ Confidence, credibility, commitment and clarity
- ✓ To implement client-centric coaching
- ✓ Signature branding
- ✓ A sales process to attract clients
- ✓ A clearly defined transformational journey for clients
- ✓ A fully integrated VIP business system
- ✓ The understanding of how to raise your rates
- ✓ Products and programs to complement your coaching
- ✓ A clear launch strategy
- ✓ A strategy for business representation

WHAT YOU WON'T...

- ✗ A price that's lower than you're worth
- ✗ A focus on money over purpose
- ✗ 10+ years experience in the industry
- ✗ A big team, a big list or a proven track record
- ✗ An over-inflated ego

Are you ready to **create** your Ultimate Coaching Experience?

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20th Century Leadership	21st Century Leadership
Me - Space	We - Space
Competition - Winner Takes All	Collaboration - Shared Win
Mind - IQ	Heart, Mind, Gut, Spirit - IQ, EQ, SQ
Logical, Rational	Intuitive, Wise, Knowing
Do, Achieve	Be, Feel, Perceive, Listen, Sense
Skills, Competency	Being-ness, Presence, Role Model
Structure, Strategy	Process, Higher Purpose, Culture
Fear, Ego, Power-Driven	Love, Care, Kindness, Love Driven
Being a Robot	Being Human
Silos, Isolation	Systems, Communities, Networks

Reproduced with kind permission © Runa Bouhus

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## MATURATION OF EDUCATION + COACHING MARKETS

Polarization around quality,  
sustainability and effectiveness  
driven by client expectations

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## THREE STAGES OF MARKET EVOLUTION

Emergence - Differentiation -  
Integration

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## LITERACY AND FLUENCY

Demands high quality education and  
real transformation  
(as defined by the client)

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**IMPACT**

The ability to make a difference in the world around me

**FREEDOM**

The choice to do what I want when I want

**WEALTH**

The financial security to provide for myself and my family

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**OUTCOMES  
BEYOND GREAT  
COACHING  
SKILLS**



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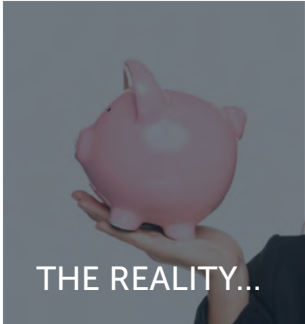
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**THE REALITY...**

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- In a market that continues to grow individual coaching revenues are diminishing
- Over last 7 years coaches earnings have fallen more than they have risen
- Competition is driving earnings downward

Sherpa Coaching Report 2017



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IN THE LAST 10  
YEARS, 52% OF  
FORTUNE 500  
COMPANIES HAVE  
DISAPPEARED...

What is the life expectancy of a coach  
just staring out in today's highly  
competitive industry?

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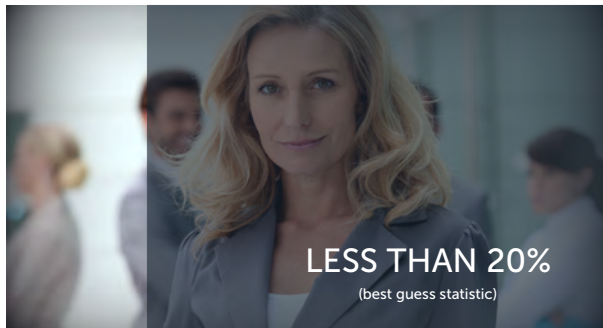
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LESS THAN 20%  
(best guess statistic)

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## HOW CAN WE PREVENT MASS EXTINCTION?

We need to support coaches to  
fulfill their potential.

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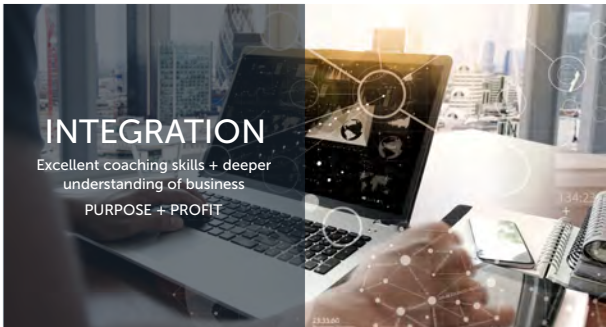
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## INTEGRATION

Excellent coaching skills + deeper  
understanding of business

PURPOSE + PROFIT

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## HOW DO WE THINK ABOUT BUSINESS?

As a tool or a philosophy?

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## SPEAKING THE LANGUAGE OF BUSINESS IS SUFFICIENT

A few processes, some  
administration and a technique to  
get clients...

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## A DEEPER UNDERSTANDING OF BUSINESS IS REQUIRED

A differentiated business model, client  
centric system, far beyond a back end  
office and a client avatar to market to...

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## BUSINESS IS NOT EASY

It is one of the most diverse,  
complex and continuously changing  
areas of human experience...

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## A SUCCESSFUL COACHING BUSINESS IS...

A dynamic, sustainable,  
continuously evolving, human  
relationship system



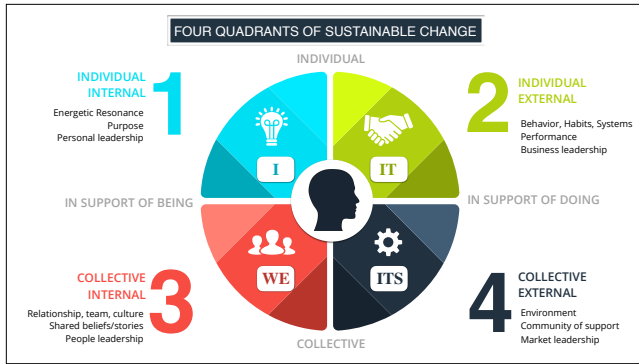
## A DANGEROUS ATTRACTION...

So many coaches wasting their time  
and money on business growth  
programs that don't deliver...



### FOUR QUADRANTS OF SUSTAINABLE CHANGE





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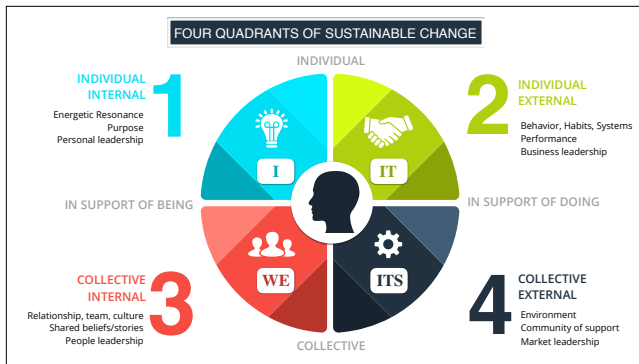
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**VALUE:** Every successful business creates and delivers something of value

**RELEVANCE:** Other people want and need that value

**PRICE:** The price is lower than the perceived value

**HAPPY:** Client expectations are fulfilled and potentially succeeded

**PROFIT:** Enough profit margin for the business owner to make a living

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**GREAT COACHING ALONE...**

doesn't make a profitable business

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EMERGES...

**SUCCESS**

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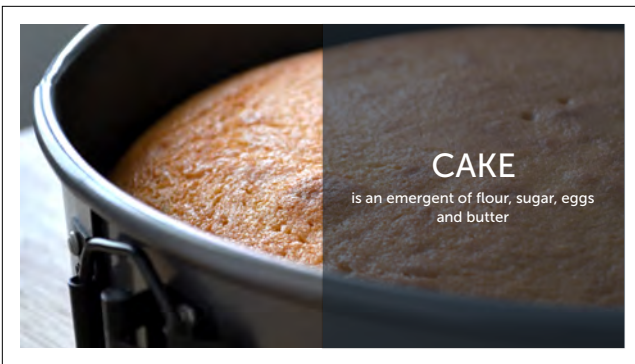
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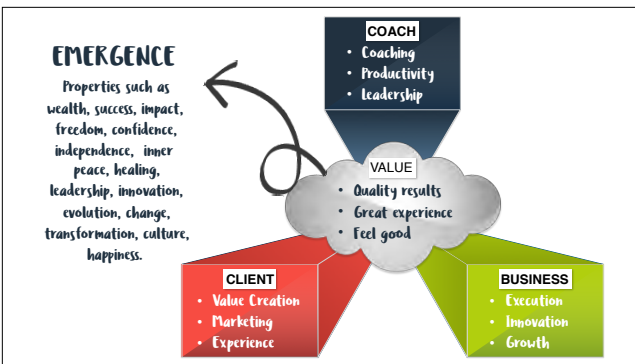
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## WHAT STOPS COACHES BEING SUCCESSFUL?

Don't know, don't do, don't believe...



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## A MORE INTEGRATED LEVEL OF BUSINESS SUPPORT



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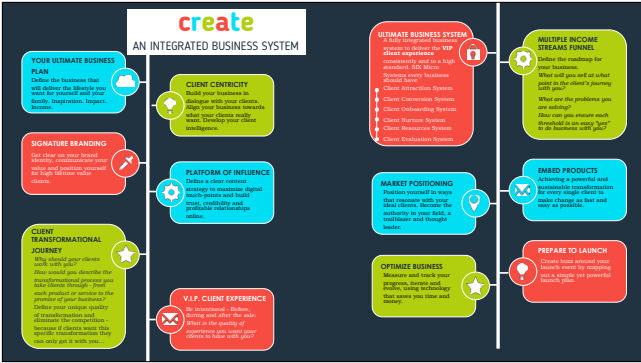
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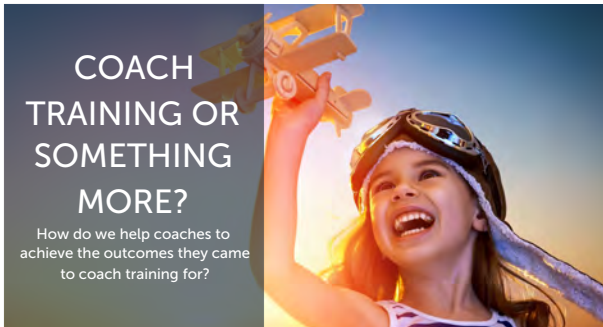
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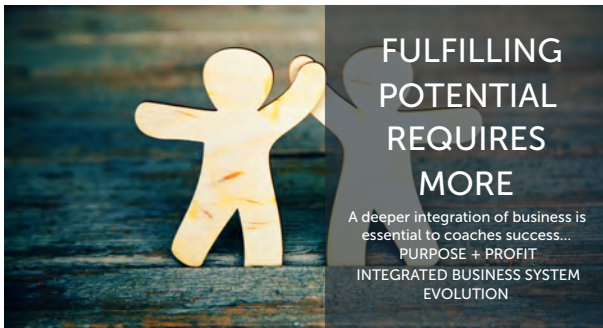
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## WHAT FUTURE DO WE WANT TO CREATE FOR COACHES?

What might we want to do  
differently?



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## HERE'S WHAT YOU CAN DO:

Think about what I've shared today  
and consider the impact on  
coaches...  
#insights



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## EXTRA CREDIT:

FOR A COPY OF TODAY'S SLIDE-DECK: TEXT THE WORD create  
TO +1 830 224 2424

HAVE YOU GOT YOUR PDF COPY OF MY BESTSELLING BOOK  
"THE 10 DAY COACHES MBA"?

LET'S CONTINUE THE CONVERSATION...



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create YOUR ULTIMATE COACHING BUSINESS (A FEW SUCCESS STORIES)



## IMPACT

Andrea Reilmayr earned her entire previous year's coaching salary in ONE proposal following our Client Attraction System



## FREEDOM

Al Spicer got his first high value client at \$47K following our "Raise Your Rates" module giving him more time to spend with family



## WEALTH

Pete Evans increased his revenue from coaching by 400% after implementing our Integrated Business System



GROUP DISCUSSION:  
HOW DO WE  
SUPPORT COACHES  
TO FULFILL THEIR  
TRUE POTENTIAL?



"We make a living by what we get,  
but we make a life by what we give"  
- Winston Churchill



COACHES  
BUSINESS SCHOOL