

A decorative graphic featuring a white swirl on the left, a larger white swirl on the right, and several circles of varying sizes in shades of yellow and red. The background is a gradient of orange and red with radiating lines.

Announcing...

**STRATEGY FOR COACHES
WEBCAST**

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Great Reasons Why You Should Attend This Seminar

- 1) You'll learn tips for attracting ideal prospects and how to convert them into paying clients.

The coaching profession is rather young and a substantial portion of the public still does not understand coaching and how the service can benefit them. Since few people are actually looking for a coach, passive marketing techniques are not very successful. Consequently, many coaches are having a hard time attracting clients. Active marketing techniques work better, but coaches are discovering that few prospects are very receptive to being sold a service they don't understand.

A considerable body of research has been done on why people buy products and services. It is critical to learn how to apply the results of these studies when you are building a new market from scratch, which is basically what coaches must do. You'll be introduced to several of these valuable concepts.

- 2) You'll learn techniques for maintaining a steady flow of clients.

Many coaches experience the feast to famine phenomenon. After struggling for a considerable period of time, a hard working coach hopefully reaches the point where business is good and most of their time is spent servicing clients. Then at some point, the feast turns into famine when current engagements have ended and prospects are few.

Systems thinking offers a holistic approach to business dilemmas. The feast to famine phenomenon is very common for many service businesses and you'll learn how systems thinking can be used to address this issue.

- 3) You'll learn the importance of effective business structures and why this is so critical for a successful small practice.

A sizeable percentage of coaches are in one-person firms. Consequently, coaches must wear multiple hats in their practice often making it difficult to balance all the tasks necessary to make a small business successful. This has the potential to create serious structural conflicts. Structural conflicts are not problems. Inadequate structures cannot be fixed – they can only be redesigned.

- 4) You'll learn why it is critical to differentiate yourself from your competitors and how to go about doing it.

The coaching profession has a relatively small pool of practitioners. Coaches may erroneously believe that competition is not a critical factor. The perception of the prospect matters, however, and if a prospect believes that other service providers offer exactly what you do, even if that assumption is not true, it must be addressed. Differentiation is critical to successful competition.

- 5) Last but not least – it's FREE.

This seminar is designed to introduce the discipline of strategy, but we also want you to walk away with tips and techniques you can apply right away to impact your success, giving you a balance of theory and practice.



SEMINAR OUTLINE

Did you ever wonder why some businesses always seem to outmaneuver their competitors? Regardless of downturns in the economy or unexpected setbacks that would cripple most businesses, these companies consistently thrive. Businesses like these can be found in every industry from cottage to high tech and come in all sizes from home based to giant multinationals. They all share one thing in common – a capable strategy. In fact, a capable strategy is one of the best indicators of future success.

On a fundamental level, strategy teaches you how to compete. Since competitive forces shape almost every aspect of our lives and businesses, learning strategy can be one of the best investments you'll ever make. Unfortunately, very few people understand strategy. The objective of this webcast is to introduce the discipline of strategy and demonstrate how knowledge of just a few aspects can address some of the challenging issues facing many coaches.

An Introduction To Strategy

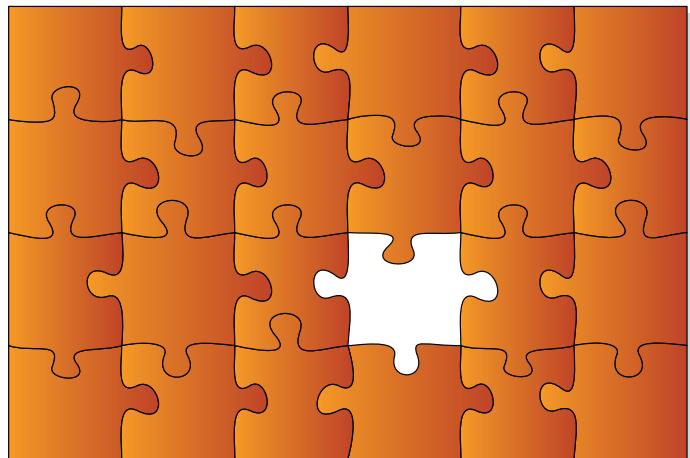
Strategy is one of the most misused words in the English language. You'll learn what strategy is and what it is not. You'll learn a few of the key principles of strategy and the difference between strategy and tactics. The concept of the strategy paradox will be explained.

Competitive Strategy

You'll be presented with several examples of both good and bad strategies and you'll learn the typical process that is used to create, plan, manage and execute strategies.

Competitive Advantage

A situational analysis is one of the first steps required to formulate any strategy. You'll learn the basics of situational analysis and be introduced to the concept of competitive advantage. Jack Welch, former Chairman & CEO of GE, once remarked: "If you don't have a competitive advantage, don't compete." You'll learn the basics of creating competitive advantage and how to use this to craft an effective business strategy.



Systems Thinking

When confronted by complexity, our natural instinct is to simplify matters by breaking the system of interest into its component parts and studying them as a basis for understanding the system as a whole. There are advantages to this approach, but there are also disadvantages. Another approach involves systems thinking. You'll be introduced to systems thinking and how it can be used to solve dilemmas that thwart typical problem-solving tactics. You'll also learn how systems thinking relates to strategy.

Scenario Planning

Many people equate strategy with planning, but typical planning occurs in controlled environments where it is appropriate to create specific goals. Strategy occurs in contested environments that are subject to unexpected and sudden changes. Indeed, world-renowned management theorist Dr. Henry Mintzberg speaks of the death of strategic planning and argues that it must eventually give way to a process of continuous, guided evolution. Scenario planning is a useful tool for dealing with uncertainty.



· This webcast will be recorded and broadcast at the times below. A live online discussion will follow each webcast. The webcast is 3 hours in length.

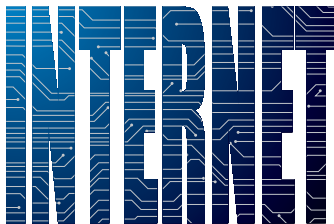
(All times are GMT = Greenwich Mean Time)

- Thursday, May 20th, 2010 at 12:00 AM, 1:00 PM and 6:00 PM
- Saturday, May 22nd, 2010 at 12:00 AM, 1:00 PM and 6:00 PM
- Tuesday, May 25th, 2010 at 12:00 AM, 1:00 PM and 6:00 PM

· This webcast and membership in [strategyforcoaches.com](http://www.strategyforcoaches.com) is via invitation only. Please RSVP. If you are a professional coach and have not received an invitation, please apply for membership at:

<http://www.strategyforcoaches.com/joinus.html>

There is absolutely no charge for membership or to attend any webcasts, but the site is restricted to members of the coaching profession.



· This presentation is conducted entirely online. You must have access to a computer with sound and internet connectivity. The webcast will be made available in two different formats: Flash and AVI, making it compatible with 99% of all modern operating systems and browsers. Users will be able to select the format they prefer. All users will be sent a reminder email the day of the presentation with the webcast URL and password. A live online discussion group will follow the webcast. All attendees will receive a PDF summary of the presentation.

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· If you have any questions, feel free to contact us at info@strategyforcoaches.com. We look forward to your presence at the webcast.