



A **RADICAL** New Business Model for Professional Coaches

Outline for the Presentation

- 1) Our Purpose
- 2) Radical Business Model
- 3) The Challenge / Opportunity of our time
- 4) More Visible; More Credible; More Desirable
- 5) The Program
- 6) The Money
- 7) The Invitation

Part 1)

Our Purpose

The Purpose of this Presentation

1. Provide awareness and insights that you can use to build your coaching business
2. Enroll you in the possibility of joining my team

The Purpose of the TEAM

1. Raise the narrative of what it means to be a Life-Business Coach in the World
2. Create a world where Life-Business Coaches are Visible-Credible-Desirable And Financially Successful and Sustainable
3. Build a world where everyone has a great coach
4. Teach the World how to Coach
5. CoachVille reclaims it's place as the largest Network of Coaches in the World

Requirements to join my TEAM

1. You LOVE Coaching

2. You can Coach at PCC Level
3. You LOVE CoachVille, the curriculum and learning method
4. You want to play on a team while remaining independent
5. You are in a \$ position to invest in yourself
6. You are willing to be a community leader!

Part 2)

Radical Business Model

RADICAL Business Model

Radical

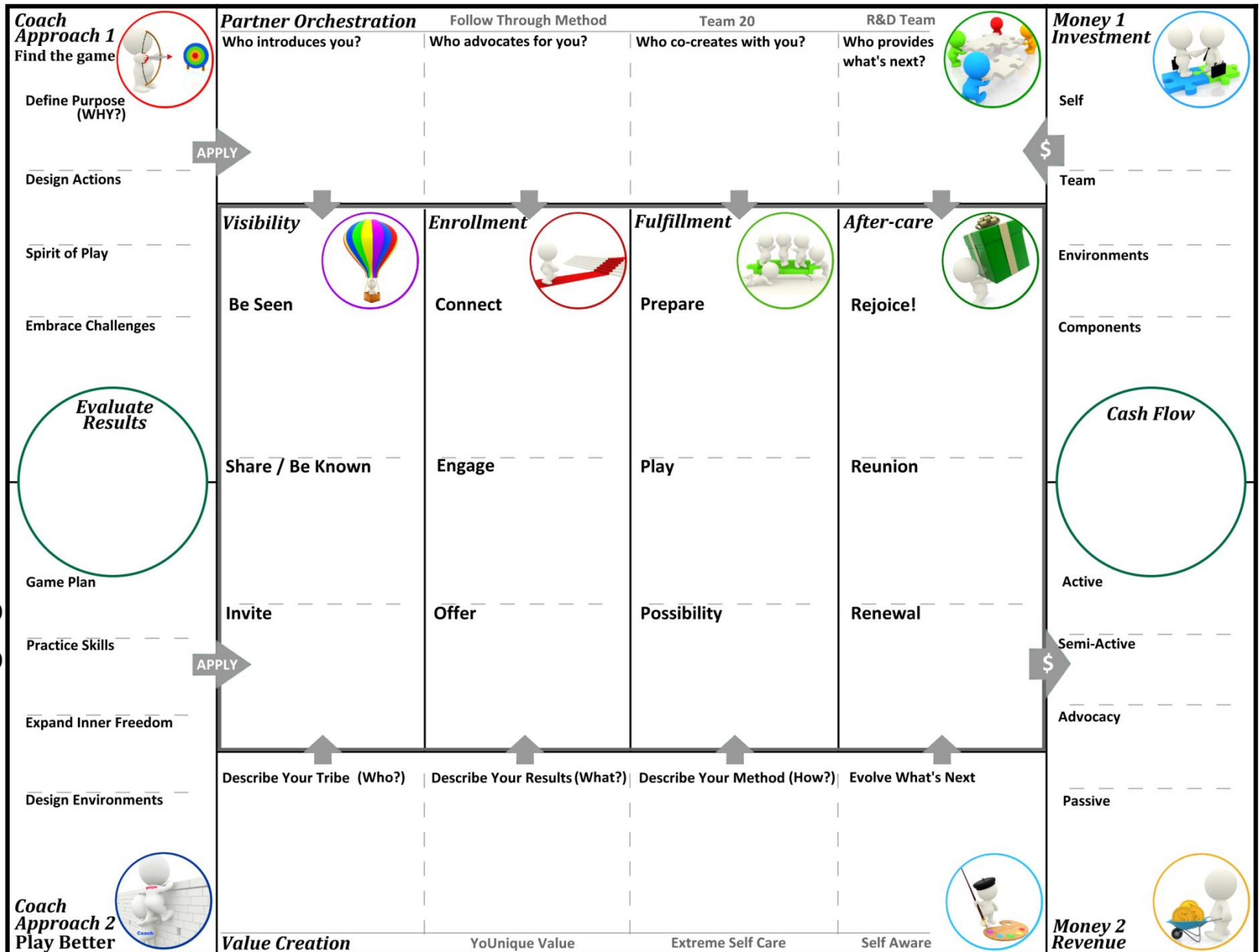
1. of or going to the [root](#) or origin; fundamental: a radical difference.
2. thoroughgoing or extreme, especially as regards change from accepted or traditional forms: a radical change in the policy of a company.
3. favoring drastic political, economic, or social reforms: radical ideas; radical and anarchistic ideologues.

Business Model

A sequence of strategies and actions that

1. Create value for the members of a community,
2. create fair compensation for team members and
3. Create Profit for the business owner

Engage! Business Model



The Practical Stuff

- Be known as **The Coach** in your community
- Speaking / Training
- Networking & Alliance Building
- Writing
- HOSTING the **Coaching Movement** in your community

Part 3)

The Challenge/
Opportunity

the Coaching Industry

- 20,000 “Pro” Coaches, only 1,000 earn a living
- “People” don’t really understand what coaching is...
- “People” buy results... NOT Coaching
- You say “Coach” they hear “Manager”
- “Coaching” is a joke in Reality TV
- Coaching is an intervention for problems

You say “Coach”

- They HEAR Manager
- We were all trained in Management Mindset
- Management Science was the prevailing philosophy of Human Achievement in the 20th Century
- We try to manage ourselves!
- MOST people have NEVER had a GREAT Coach!

I was at the World Domination Summit

People HATE to be managed,

But the LOVE to be coached!

I teach people
how to Coach

“Give me your card!”

Manage vs. Coach

- **Manage**

Command – Control – **Compliance**

- **Coach**

Co-Create the game plan to get **Results**

Play for **Results**... Play Better!

Evaluate **Results** and progress... Pursue Mastery

What “People” Want

Engaged, Autonomous, Creative... **RESULTS**

Google Rules!

Google Management Principle #1...

Be a GREAT COACH

<http://solutionfocusedchange.blogspot.com/2011/03/googles-project-oxygen-eight-good.html>

The Way to Build a Coaching
Business...

Teach everyone you
know HOW to Coach

The Cooking Analogy

- Anyone can improve their quality of life by learning how to be a BETTER cook.
- Not everyone wants to be a Professional CHEF
- People who learn how to cook, better appreciate the mastery of the CHEF
- IT is EXACTLY the same with Coaching!

Who benefits from Coaching Methods and Skills

- Entrepreneurs
- Managers
- Professionals
- Teachers
- Parents
- **ALMOST EVERYONE in a position to be a positive influence in the lives of others.**

Thomas' Vision

**Everyone is a
Coach**

Part 4)
Visible
Credible
Desirable

How Coach Training makes everything easier

- Visibility
- Credibility
- Desirability

Part 5)

The Program

The Classes You Can License to Teach

- Each class is 12 weeks;
Complete program is a 1-year
- Play Two Win
- Coaching Skills
(combining basic coaching skills and
15 Coaching Proficiencies)
- World Power Method
- Inner Freedom Method

The Program

- Revised CV Curriculum
- 12 Week; 2-hour per week format + Practicum
- 30+30+20+20+20
- Face-to-Face
- Ideal class size = 10
- Local Training + Global Community
- IMPORTANT! We are teaching people how to coach in 15-minute conversations like a manager or entrepreneur would. Not 30-60 minute sessions like a professional coach!

2-Hour Class Format

- 30 minutes : Dialogue-based learning
- 30 minutes : Coaching Demonstration & Debrief
- 20 minutes : Dyad #1
- 20 minutes : Dyad #2
- 20 minutes : Debrief learning

Part 6)

The Money

The Money Opportunity

- You can charge whatever you feel is appropriate for the classes!
- Pricing will depend on the community and the participants. Eg. 10 school teachers in a small town might pay \$50 for a 12 week class. 10 IBM Managers in a big city might pay \$500.
- Teaching people how to coach **will lead to paid coaching opportunities**. So... do not let the price be a stop for anyone who wants to learn how to coach from you!
- The intention is that your investment in the program will pay for itself VERY quickly.

Requirements to Teach a Class

- Complete the class at CV as a student
- Complete a Coaching Practicum at PCC level
- Complete the train the trainer for that class (\$500)
- Pay Annual License fee
 - 1st year = \$500/ year
 - 2nd year on = \$1,000/ year

Train the Trainer Classes

- A complete review of the class
- 6 weeks * 2 hours per week
- YOU will LEAD one 1-hour session to demonstrate your understanding of the concepts AND your ability to facilitate learning
- YOU will do a 15-minute coaching demonstration as part of your 1-hour.
- \$500 / class

Part 7)

The Invitation

My Invitation to YOU!

- **Interview process**
- First group of 20 Starts on 2013-09-18
- 2 classes with 10 people each.
- 12-2PM ET OR 8-10PM ET
- SMALL GROUPS!
- [Email: coachdave@coachville.com](mailto:coachdave@coachville.com)
to request an interview
- Initial investment \$1,500
 - \$500 For 1st year license
 - \$500 Play Two Win Train the Trainer Program
 - \$500 Coaching Skills Train the Trainer Program

Will You Be the One?

To bring the miracle
of coaching to your
community?...

Say Yes! ;-)