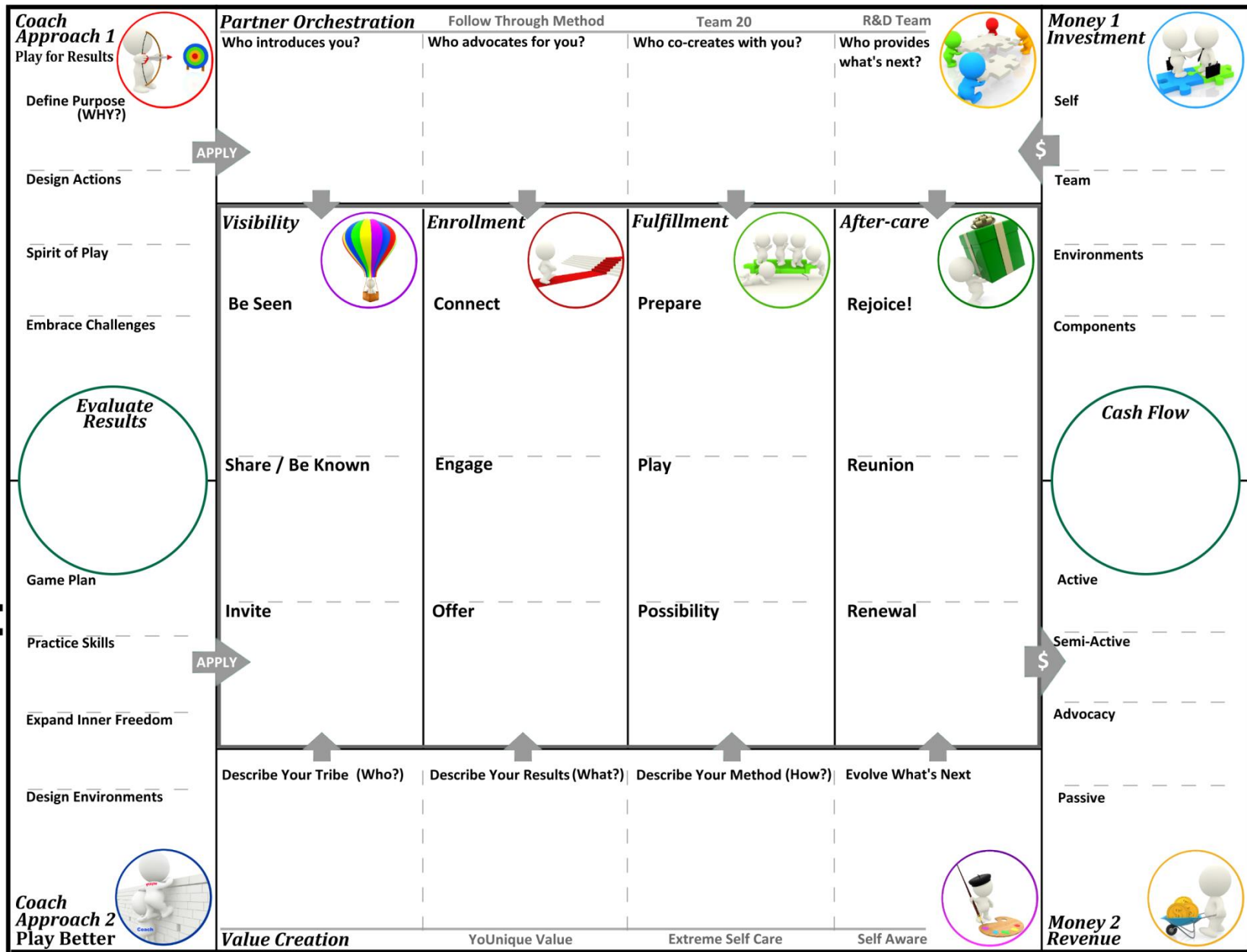


Coach Approach Business Model



Coach Approach! Business Model

The Purpose

Use the Coach Approach Business Model to build a highly engaged enterprise; one that people LOVE to be a part of as customers, team members and partners! Using this model you can build a profitable enterprise that is a force in the world for good AND a LOT of fun to lead.

Introduction and key distinctions

A Coach Approach Enterprise

A Coach Approach enterprise is one where nearly every activity adds unique value to a customer AND is orchestrated as an enjoyable, playable and winnable game for a player and your team.

A Coach Approach Enterprise is an engaged enterprise. It attracts great players and partners to the team, attracts ideal customers to the enterprise's products, services, information, experiences and cause, and is loved by the community it serves.

Definitions

Player: An individual member of the enterprise team as an employee or frequent contractor.

Partner: An individual who supports an enterprise as a referral partner, advocate, occasional contracted service provider or referred professional.

Coach engagement vs. manage compliance

Coach Engagement: through support and challenge you guide players toward better and better results with customers

through creativity, resourcefulness and expanding positive personal influence.

Manage Compliance: In the 20th Century Industrial Age there was a belief that there was one right way to do everything and you need to make sure everyone conforms to doing every task the right way every time; When everyone does everything right every time the enterprise is successful with customers. *UGH! We now know that managing compliance may work for making widgets but it does NOT work for customer engagement.*

Inspire and Co-create Vs. Command and Control

Inspire and Co-Creat: This is the way of the Coach. Team members, Partners and Customers are inspired by the "BIG WHY" (Purpose), Shared Values and Compelling "How" (Methods) of the enterprise. Everything the enterprise does is a co-creation with team members, partners and customers because people are loyal to what they co-create.

Command and Control: This is the way of traditional management science. Employees are "Cogs in the wheel of production" that must be told exactly what to do and how to do it and then monitored to ensure they do things the right way. Customers can be easily manipulated through advertising to consume whatever the company creates. *Double UGH!*

Play for results vs. complete tasks

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Players play for results. A positive result is when something good happens with a customer, partner or colleague because of the effort, energy and influence of the team member.

Workers complete tasks. A task is something a worker can complete with their own effort by following specific instructions.

Game vs. work

Game: Players plan and take actions with energy, creativity and resourcefulness to create desired results.

The rewards are the celebration of winning, learning from mistakes, pursuit of mastery and the joy of contribution to a purposeful team.

Work: Workers show up and do what they are told to do and aim to get it right every time. The rewards are collecting a pay check and avoiding negative attention that comes from mistakes. *Not a great way to spend ones days!*

The Model

The model contains the 12 Essential Business Elements for an engaged enterprise.

CORE 4

At the CORE of the model are the 4 essential business activities: Visibility, Enrollment, Fulfillment and After-Care. They are referred to as the “Core 4”. Each has a 3-Step sequence that occurs in a pattern. These 3-step patterns become the building blocks of your enterprise and they are fun to create!

Visibility: All activity in the community space or “tribalsphere” is considered visibility. This includes networking, speaking, advertising, social media, publishing, website, blog, etc. The purpose of visibility is to invite potential customers into your space.

Enrollment: All activity within your physical or virtual space that is aimed at moving a potential customer toward “The BIG YES” to become a paying customer. Also there are circumstances where visibility and enrollment activities are blended.

Fulfillment: All activity that provides products, services or experiences that fulfill the promise of what the customer paid for.

After-Care: All activity with a paying customer AFTER the fulfillment of what they paid for. After-care can move a customer back into Enrollment of what’s next.

Around the CORE 4 are 8 additional areas of activity that are essential to building an ENGAGED Enterprise.

Coach Approach! Is in the left column.

Coaching is essential for building an Engaged Enterprise because of this key distinction...

Coach Engagement vs. Manage Compliance

Engagement is a free-flowing co-created experience between people so it cannot be “commanded” or “controlled” using traditional management science. Rather it is a game where the players can be coached to build positive influence and achieve better results.

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The first part of the Coach-Approach is to “**Play for Results**” which means you find the game in every business activity so that it can be PLAYED! The Spirit of Play is powerful fundamental and transformational human capability. It continues with developing a method to help every player “Play Better” in every position. The pursuit of mastery is a fundamental human motivation and it means to play better and better each day. EVALUATE RESULTS is in the BIG circle because it is the CORE of the Coach Approach; to emphasize the transformation from completing tasks via management to playing to create results through coaching!

Value Creation is the bottom bar of the model. The ultimate purpose - the FOUNDATION - of any enterprise is to create value for the members of the community it endeavors to serve. The game is to find ways to add unique value in each Core 4 activity. The Engaged Enterprise sees Value Creation as a Co-Creation between team members and the community it serves.

Money Approach is in the right column. Money is essential fuel for any enterprise. The Engaged Enterprise uses money as a tool to build engagement. It starts with seeing every \$ you spend as an investment in someone or something. It continues with building multiple revenue streams based on different levels of engagement. CASH FLOW is in a BIG CIRCLE to emphasize how important it is watch this metric very actively.

Partner Orchestration is the top bar of the model. An Engaged Enterprise builds partnerships for each of the CORE 4 business activities. Partners protect the sustainability of your enterprise by referring, advocating, providing services or components and by receiving referrals that provide what’s next for your customers! The key is to treat EVERY person engaged with your enterprise as a trusted partner.

Invitation!

Join CoachVille and become an active co-creator of the Coach Approach Business Model!