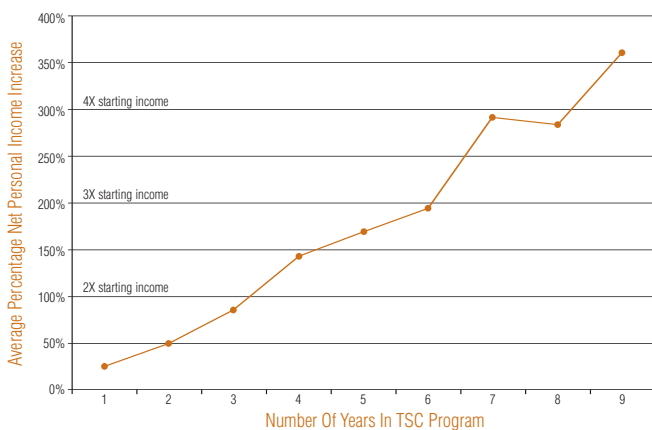


The Strategic Coach® Program: Results

**“Work less, make more money,
do what you love.”**

That’s the promise of The Strategic Coach® Program. We recently put this claim to the test when we hired an independent firm to conduct a survey of our clients. They surveyed 1,974 clients — nearly a third of all the men and women who have participated in the Program.

These clients come to us from over a dozen countries, and a variety of industries: financial services, construction, manufacturing, real estate, health care, and more — over 60 industries in total. The results we observe aren’t specific to any particular line of business, but to the opportunities available to successful, motivated entrepreneurs. Here are the results of that survey:



“Work less.”

Free Days™

At The Strategic Coach®, we define a Free Day™ as “a 24-hour period free from all work-related problem solving, communication, and action.” Free Days are not a luxury, but a precondition for the creativity and productivity essential to growth, sustainability, and success in an entrepreneurial business. They also ensure that there’s time set aside for enjoying your success, enriched by the other important experiences and relationships in life.

Increased amounts of free time.

Within their first year working with us, surveyed clients reported that they took, on average, 132% more Free Days. For some time, we’ve been saying that our clients’ Free Days double by the time they’ve been in the Program for three years. We were wrong: Surveyed clients had doubled their number of Free Days after only six months. For many people starting the Program, taking time away from the business seems impossible. The longer clients are with us, though, the more Free Days they manage to take.

“Make more money.”

Increased income.

Our survey results show that participants begin to increase their incomes significantly soon after joining the Program (by 22% on average in their first year in our 2002 survey). After their third year, clients double their

income on average. The longer they are in the Program, the more their incomes jump, as illustrated in the chart on the left.

Return on investment.

More than half of the clients surveyed have taken courses or used another kind of coaching in the past. Asked how The Strategic Coach Program compared to these other experiences in terms of the investment of time and money, clients gave us marks off the scale — higher than “excellent.”

“Do what you love.”

Unique Ability®.

Our approach to freeing up entrepreneurs’ time and money centers on identifying and making the best use of their Unique Ability — a distinctive combination of passion, energy, and skill. Focusing everything on this innate talent provides a permanent formula for growth, progress, and achievement.

As an entrepreneur spends more time doing more of what he or she loves and does best, more money flows into the business. As less time is wasted on non-Unique Ability activities, which can be delegated to someone with skill and passion in that area, more time comes back into the entrepreneur’s life. It’s a simple equation, but mastering it requires dedication and the right support structures.

Meaningful pursuits.

Some entrepreneurs already have a balanced life. They have tremendous success, they take time away from the business, and they don’t feel particularly “burnt out.” Yet people in this position often come to us anyway, with a vague sense that something is missing.

This is why we call The Strategic Coach Program a “lifetime focusing system”: Our concepts, tools, and strategies are not just about money and success, but about using these as the means to build a life that’s meaningful to you. We don’t presume to say what that meaning is; it’s different for everyone. What we provide is a context in which entrepreneurs can be protected from needless concerns and complexity, free to be truly creative in their approach, not just to their businesses but to their whole lives.

An ex-NFL player starts a charity for orphans. A supermarket specialist climbs a mountain in Alaska. A businessman creates a program for helping survivors of the Chernobyl disaster. These are just a few of the many examples of ways people in our programs have used the success they’ve achieved in the Program to launch the rest of their dreams, too.

We believe this, along with the fact that they gain new insights at every workshop, is why 75% of the clients surveyed said that they consider themselves lifetime participants in Strategic Coach programs.

Unique participants. Consistent results.

Working less, making more money, and doing what you love are just three of the results that successful, motivated entrepreneurs can generate in our programs. Everyone’s experience is unique, yet we manage to produce consistent, reliable results. We offer workshops in several locations with a number of experienced coaches, each of them successful entrepreneurs and long-time Strategic Coach® clients. An overwhelming number of entrepreneurs say that The Strategic Coach Program is the best thing they’ve done since going into business for themselves.

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