



# Strategic Coach® Quick Facts

- Dan Sullivan and Babs Smith founded Strategic Coach® in 1982.
- Strategic Coach® incorporated on April 5, 1988, in Toronto, Canada.
- The first workshop was held in Toronto on November 15, 1988, with six entrepreneurial clients.
- The first workshop in the United States took place November 15, 1991, in Chicago, Illinois.
- Toronto is home to the head office of Strategic Coach®, with a second office located in Chicago and a third in the U.K.
- Strategic Coach® currently employs 123 people in the Toronto, Chicago, and U.K. offices, 15 of whom are related.
- Along with the flagship Strategic Coach® Program, we have additional workshops available for team members and spouses of clients, and also for young adults.
- Outside of Toronto, Chicago, and the U.K., Strategic Coach® also holds workshops in Los Angeles and Atlanta.
- Dan and Babs really do practice what they preach to our clients: They take 14 weeks of vacation each year!
- Dan reads up to seven newspapers every day.
- Employees of Strategic Coach® receive six weeks of paid vacation per year.
- Strategic Coach® has an employee-directed charitable giving program that donates CA\$150,000 each year to various charities.