

CLUBS, THE NEXT GENERATION OF COACHING

Business coaching in Australia is currently an unregulated industry and, while almost everybody understands the importance of business coaching in theory, in practice it can be incredibly frustrating for time-poor business owners to find a suitable coach because there is a real lack of credibility and skill in some of the self-proclaimed business coaches out there.



Andrew Robertson ... 'regrettably, most business owners find that the reality of managing their business bears little relation to the reasons why they went into business in the first place - generating more income, having more freedom, better lifestyle etc. In fact, in most cases, the outcome is the opposite - increased workload, staffing issues, and constant dramas...'

This phenomenon has created a trend towards more structured coaching that isn't reliant on the performance of one coach. Because what you'll find standing in the shadows of every Olympic medallist is not just a coach but a club or organisation and an entire support network - a united team of people to push, support and cheer for the athlete on their journey to Olympic victory.

Until recently, there was no real equivalent to a high-performing Olympic team in the business world. Business networks and networking events rarely provide an opportunity to share in-depth with peers or have meaningful discussions about the state of your business - as most people you meet at such events either represent a sales opportunity or your competition!

Demand for a new alternative has seen a second generation of coaching evolve, the 'Coaching Club'. Because of the impressive results that are achieved out of participation in a bona fide Coaching Club, more and more business owners across Australia and New Zealand are signing up as Coaching Club members despite higher associated costs than regular one-on-one coaching.

Instead of teaching you in an ad hoc manner, a Coaching Club model provides a structured learning format. Through simulated boardroom meetings, a series of new strategies and key 'insights' are delivered in an order that allows for maximum workability and a logical progression your business. The Coaching Club system makes you accountable for implementing and reporting on these strategies and insights - so that your business sees immediate and measurable results on a month-by-month basis.

You are not alone ...

Many business owners express a sense of 'being alone' in their business and agree that while friends and family may be supportive, they simply don't understand the pressures of being in business and simply don't understand the reality of what it takes to run a successful business.

Coaching Club members meet regularly for both Coaching Club meetings and conference calls. Imagine being part of a team of people committed to significantly improving their business - including your Coach and your seven peers - who genuinely 'get it' and are there to support and encourage you. You benefit by easily learning from their experience, strategies, tools and even their mistakes!

Real Accountability

While we all like the idea of accountability in theory, if we're honest, mostly we're hopeless at it. Imagine having a breakthrough in time management and having your Coaching Club team and Coach holding you to account for producing key results in your business each and every quarter, while you do the same for them. Imagine just how much more you'd accomplish? Unlike a singular coach or person in your life, being accountable to an entire Coaching Club makes your commitments impossible to avoid, cancel, or make excuses for.

When you're constantly fighting off 'crocodiles', it's easy to forget that the objective is actually to drain the swamp. A Coaching Club provides the analysis tools and a whole team of other business owners to help you identify your 'crocodiles,' so that you can focus on the actions required to achieve the objective - or in other words, a schedule for draining that swamp!

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