

10X helps Gong businesses reach heights

By GREG ELLIS

WOLLONGONG business coach Andrew Robertson likens keeping a business on course to the Apollo 11 moon mission.

While the Eagle actually landed on the moon to mark one giant step for mankind in 1969, Mr Robertson said most people expected Apollo 11 to have been on course the whole time it was in space. But the reality is Apollo 11 and its three crew were only on course 3 per cent of the time.

During the mission, the Apollo 11 space team and everyone at ground control followed a process of check and correct.

Mr Robertson uses a similar philosophy to help an increasing number of Illawarra businesses reach their goals.

His business 10X Wollongong runs a coaching club that operates a lot like mission control. It ensures clients check and correct their course on a monthly basis so they can reach their goals in 2010.

Mr Robertson believes he is making radical and positive changes within the Wollongong business community with his 10X Coaching Club.

About eight businesses at a time attend quarterly sessions conducted in-house at 10X Wollongong's Corrimal St office.

Mr Robertson has developed a group

coaching model that leverages the expertise of international business leaders with local know-how and on-the-ground support.

He said it was already proving a hit across the region because it provided a professional circle of support, structure and accountability to business owners who often felt isolated within their business.

"What really sets Coaching Club apart is its unique method of leveraging the knowledge, support and momentum of a committed team of business owners working together to fast-track results in their business and lives," he said.

"This style of coaching has really taken off around Australia in the past 12 months and has proven to be a real hit with business owners."

Coaching Club is designed to provide business people with the tools to identify and achieve their goals.

Leadership was the theme of a recent Coaching Club meeting. Mr Robertson led business owners and managers through the fundamentals of what makes a successful leader, and then members brainstormed.

"Once we set our action plans, Andrew keeps us accountable to implementing them in our business through monthly accountability sessions," said South Estates director Ted Hanson.



Mission control: Andrew Robertson, Anna Robertson-Dawson and Theresa Day from 10X Wollongong, which helps businesses identify and reach their goals. Picture: ORLANDO CHIDDO