

COACH TRIP

BRAD SUGARS EXPLAINS HIS ORGANISATION'S UNIQUE APPROACH TO MENTORING

Why would I use an Action International Coach?

Every great performer, whether an elite athlete, business legend or performing superstar, is surrounded by coaches and advisors. And, as the world of business moves faster and gets more competitive – having a business coach is no longer a luxury, it has become a necessity.

Although you can survive in business without the help of an Action International Coach, it is almost impossible to thrive.

An Action coach *can* see the forest for the trees; will make you focus on the game; will make you run more laps than you feel like; will tell it like it is; will give you small pointers. Most importantly, an Action Coach will listen.

What are the benefits of choosing an Action International Coach?

Any person can and should have a coach. This includes business owners and executives who want to: cope with change and benefit from it; grow their business; face challenges constructively; reorganise, or hire or fire key personnel; focus on their strengths while working on their weaknesses; have balance in their life; improve customer service; get out of the rat race; set goals, make plans, and take proper action; be focused and accountable; get rid of the energy drains in their life; develop leadership, negotiating, organisational, and time management skills; coach their associates; and reach peak performance.

When you choose an Action Coach, you can be assured that you are receiving the highest level of coaching service available. Our coaches are professionally accredited and are dedicated to helping you grow your business.



BRAD SUGARS

What is the difference between business, life and executive coaching?

Don't confuse Business Coaching with Life or Executive Coaching – it is far broader than that. It is as focused on the business, its team, its processes and its sales as it is on the business owner.

Unlike traditional consulting firms, business coaching is designed to give you both short-term assistance and long-term training through its affordable Mentoring approach.

Business coaching – Focuses on issues of running a business. It ranges from individual and executive team coaching, to coaching owners of small- to medium-sized businesses. Coaches help executives, teams, and businesses develop, promote, and grow.

Life coaching – Focuses on inspiring life-transforming experiences. These include: creating personal joy and freedom, developing a better sense of self, building stronger romantic relationships, or learning to let go of old fears and doubts.

Executive coaching – Builds highly collaborative relationships. The aim is to bring sustained behavioural change and transform the quality of the executive's life.

How do I choose the right Business Coach for me?

The coaching industry attracts people with good intentions who want to help, but not all will be right for you. Choose a coach wisely:

- **Evaluate their credentials:** A business coach should have formal training, and have an understanding of organisational dynamics, including how to navigate corporate culture.
- **Evaluate how they work with clients:** Many organisational consultants direct you toward answers without involving you in the solution. That's not coaching. A skilled Action International coach will engage you in dialogue, give you a new look at an issue, and ultimately let you decide what's best.
- **Make sure they've been in your shoes:** Make sure your coach has experience in your area and speaks your language. Read their biography on the Action International website, and ask about their background.
- **Look for testimonials and get real referrals:** Most coaches will post a client list or testimonials on their website so you can see what their clients think.
- **MOST IMPORTANTLY - Make sure you fit with your coach:** Trust your instincts and choose a coach who truly understands you and what you need. Ultimately, you want a coach with whom you have great rapport, who you would trust with certain details of your life as well as your observations, who will not judge you. **E**