

# WHAT DO I GET WHEN I SIGN UP FOR **THE SIGNATURE PROGRAM?**

**A PLAN AND PATH TO A SELF-MANAGING COMPANY® AND EXPONENTIAL GROWTH.**

**For 30 years, The Strategic Coach® Program's innovative strategies and tools have fundamentally changed our entrepreneurial clients' thinking, setting them up for the breakthroughs that lead to long-term success and game-changing impact.**

In the Program, you'll look at all areas of your life and business with a fresh perspective. You'll see what could be holding you back, and you'll be given the structure, process, and tools to make improvements—from the results you get in your business, to the time you spend with your family, to your lasting impact on the world.

Whatever's important to you, the Program will help you get clear about what you want so you can then take the actions to make that happen.

In a unique community of talented, ambitious, supportive peers who share your challenges and mindset, you gain the capabilities to build a Self-Managing Company® that frees you up to focus your talents on 10x growth—and enjoy the kind of freedom that made you choose to become an entrepreneur to begin with.

## HOW DOES IT WORK?

**Four times a year, approximately every 90 days, you attend your workshop**, where taking a day away from your business lets you take a step back from the day-to-day to focus on the bigger picture. When you come to Strategic Coach®, you're in a uniquely positive environment, protected from the distractions in your office. You can get focused, think big, strategize, and create action steps. This day is all about you, your goals, and your future. Here's how it works:

- Participants attend four workshops per year, quarterly.
- Each workshop, you get a new set of strategic tools and thinking exercises that have been tested and proven over the past 30 years by more than 20,000 other business leaders like you.
- The workshop is highly interactive and personalized to your own individual issues.
- It's a chance to work *on* your business instead of *in* your business—focus, get clear, set goals, and create action plans.
- The workshop day is from 9 a.m. to 5 p.m. with breaks every hour. We recommend getting here between 8 and 8:30 a.m. so you can have breakfast and get settled in.
- The day includes a full catered lunch with lots of options.

## WHO'S IN THE ROOM?

**Your Coach:** An experienced and highly successful entrepreneur who is also a long-time Strategic Coach participant with a deep knowledge and understanding of Coach strategies and tools. They've been implementing them in their own life and business for years.

**Your Program Advisor:** An expert at helping entrepreneurs apply Strategic Coach tools and concepts in their lives and businesses, reach their goals, and experience success in the Program. Your Program Advisor attends each of your workshops and is also available during the quarter to support you as you move through the Program year by year.

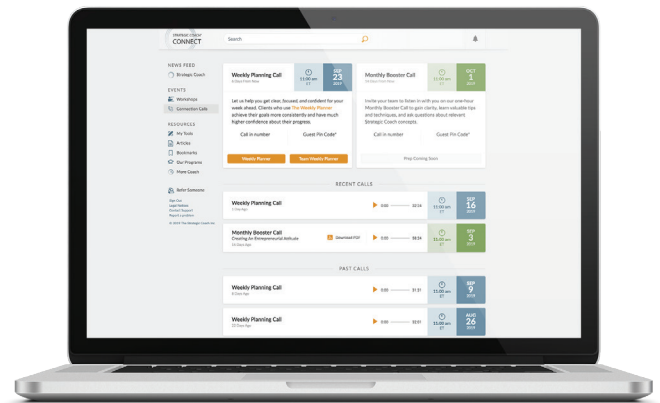
**Your peer group of other successful entrepreneurs:** Everyone in your workshop group has something in common: the unique experience of being an entrepreneur. Coming to the Program, many entrepreneurs feel that, at last, they've found a place where they're not alone. It's a relief to now have forward-thinking, future-focused peers in similar circumstances whom you can openly discuss issues and strategies with. Your fellow entrepreneurs offer tremendous support, making you accountable for taking the actions you've committed to and sharing their experience, insights, and wisdom.

## WHAT HAPPENS BETWEEN WORKSHOPS?

When you're in Strategic Coach, every day becomes a transformative learning experience. You're always refining your habits, building up the support and capability in your company to make it truly self-managing, and freeing yourself up to do just the things you love and are best at—the select things that give you your best results.

### Your between-workshops support system:

- **A quarterly Focusing Call with your Program Advisor**, who's not only in your workshop every quarter but on your support team between workshops. Your Program Advisor specializes in helping you translate your ideas and plans into practical day-to-day systems, processes, and innovations in your business. Their expertise is also available to help you set up a support structure in your office that will keep you on track with the Program. You can schedule a quarterly Focusing Call with them to get help, for example, in using the tools, strategizing on your goals, or with team issues.
- **The Weekly Planning Call** is a 30-minute call every Monday morning for you and your team to set up your week. The call follows the format of our strategic planning tool, The Weekly Planner, and uses its exercises to:
  - Track your progress and generate positive momentum.
  - Set up your week so your time is planned strategically.
  - Stay focused on the right activities and relationships.
- **The Monthly Booster Call** is an in-depth one-hour call hosted by one of our entrepreneurial team specialists. Each call is focused on a topic that reinforces what you've learned in the Program and helps you implement these new ideas and tools. The call also gives you and your team:
  - A clear focus for the month.
  - Valuable tips and strategies for implementing the tools.
  - A chance to reconnect with the valuable thinking you did in your workshop.
- **Strategic Coach® Connect** is your personalized client website, designed to be an extension of your workshop. You'll have access to downloadable versions of the essential tools you cover in your sessions, your workshop details, articles and videos to keep you inspired and motivated, a place to connect with entrepreneurs from not only your workshop but the greater Strategic Coach community, and much more. You can also sign up your team members with selective access to your material so they can support the work you're doing at Coach. We've also made sure that the Weekly Planning Calls and Monthly Booster Calls are recorded and available on the site for you and your team members to listen to in the event you can't listen to them live. This exclusive portal is essential to keeping you connected during your quarter.



## WHAT DOES THE STRATEGIC COACH PLAN AND PATH MEAN FOR ME?

The results from The Strategic Coach Signature Program are as unique as the businesses and lives of the people who participate in it. There are, however, some common experiences, and they all boil down to freedom:

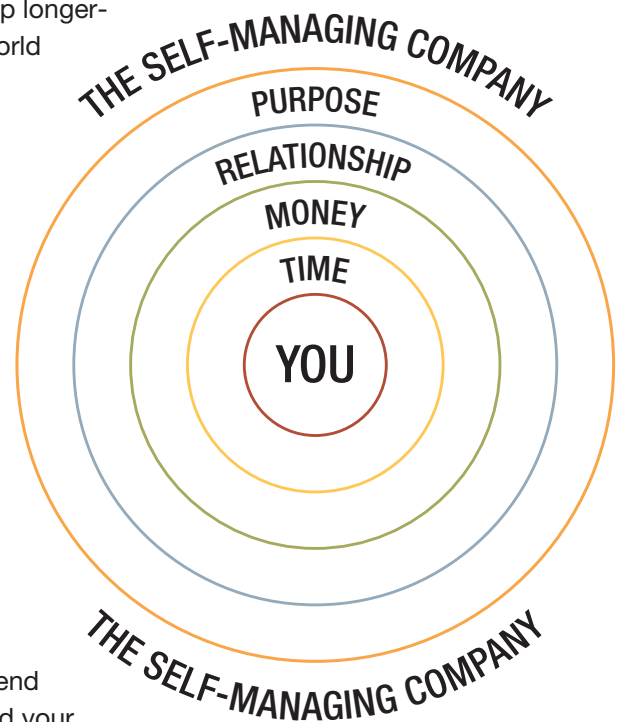
**Freedom of Time:** You have control over when you're working and when you're not—and you feel as though there's plenty of time for both. Specifically, participants tend to double their number of Free Days™, 24-hour periods with no work-related activities, within the first three years of the Program.

**Freedom of Money:** Your freedom of time allows you to develop longer-range, more visionary plans, and ultimately step into a bigger world of possibilities. In this community, exponential 10x results are the goal, and within the first three years in the Program, most entrepreneurs have at least doubled their income.

**Freedom of Relationship:** More and more, you're dealing only with people who really want and appreciate what you have to offer, so work becomes much more fun and energizing.

**Freedom of Purpose:** With this vast increase in time, means, and connections, you're able to become the person you really want to be in the world and have a lasting impact.

Quarter by quarter, you'll change the way you do things, the way you think, and the way you see yourself and your business. You'll examine and make strategic decisions about how you spend your time, the activities you engage in, the team around you, and your key client relationships. Those great things you kept intending to do start becoming fun new realities. You'll start seeing results right away, but for most entrepreneurs it takes three years to build a solid foundation for exponential and lasting growth.



## MAKE THE DECISION TO INVEST IN YOURSELF NOW AND SEE THE RESULTS BEGIN.

The Program really begins the moment you commit to joining. It's a commitment to your business, your team, your family, and ultimately to yourself and your bigger future.

**Start experiencing all these breakthroughs and benefits for yourself:**

Call us at 1.800.387.3206.