

What Is Coaching?

Coaching is a form of consulting. Like a consultant, a coach helps you and/or your firm to:

Solve Problems * Reach Goals * Make Decisions * Design A Plan Of Action

In addition, a coach "partners with" you, the client, to:

- ◆ Implement the plan of action, working through the inevitable changes and any obstacles.
- ◆ Maintain a healthy balance between your personal and professional life.
- ◆ Keep looking ahead to take advantage of opportunities just now formulating.
- ◆ Bring out your personal best, keeping you focused on **your** needs, values and vision

All Coaches Are Consultants; Few Consultants Are Coaches.

What Type Of Goals Can We Help You Achieve?

Every coach has several specialties. They are trained and experienced in helping clients reach several types of goals.

All told, there are over 100 coaching specialties. We work primarily with:

ENTREPRENEURS WHO:

➤ **Want to Double Sales or Profits.**

Ready to blow the roof off? Fully committed but need a specific plan of action? Want strategic planning to make the most of your resources?

Business too successful, too fast? Time and prioritizing problems? Is bankruptcy threatening?

➤ **Are In Trouble.** Can't meet the payroll?

Are sales declining? Problems with key staff? Personal conflicts or problems? Too much stress?

➤ **Need To Make Changes.** Adding a new product or service? Starting a new business? Wanting to shift your focus from one area to another?

PROFESSIONALS WHO:

(Computer programmers, Dentists, Attorneys, Health professionals, such as Psychologists and others...)

➤ **Want a Full Practice.** Ready to be FULL?

Upgrade your clientele? Become irresistibly attractive rather than promotion-based? Find and develop a high-level referral network?

➤ **Are Committed to Being Financially Independent.** Professionals and entrepreneurs are uniquely positioned to make a lot of money. Our job is to help you make more and keep much more, sooner.

➤ **Are Ready to Be Leaders.** We work with pros who want to be #1 in their firm/industry, be recognized as a master in their field and/or develop a model reputation.

MANAGERS & EXECUTIVES WHO NEED TO:

(Account for the success of a sales team, branch or division, and who need to)

➤ **Reach High Targets And Quotas.** Accomplishing this consistently requires a manager who also coaches the team to work together to reach unreasonable goals. We teach managers/executives how to coach people to reach these targets.

It helps to have someone to speak with as you face this type of challenge.

➤ **Pull Off Large Projects.** Successfully completing projects and implementing programs such as enhanced customer-service and Total Quality Management-type systems takes focus. And having your own coach can make the process easier.

➤ **Substantially Increase Productivity.** This is no longer a luxury, but a primary focus for many firms. A coach advises on how to upgrade the company culture, develop teamwork based on values, align departmental goals with the company's mission and shift the firm to be innovative and profit driven, not just the "gung-ho-more-is-better-work-harder-and-we'll-all-make-it" approach, which is simply not effective in today's market.

Why Does Coaching Work?

Coaching works because it brings out **your** best. A coach believes **you** have the answers and is trained to bring them out. Specifically, this is what we do during a typical coaching session:

1. **Listen.** We listen fully. You are the focus. We listen to what you say, what you are trying to say, and what you are not saying.
2. **Share.** After you have fully communicated, we share with you our advice, ideas, comments and views on your situation, dilemma or opportunity.
3. **Empower.** Anyone who is up to something - - - an entrepreneur, a manager with an extraordinary objective, a professional filling the practice - - - needs (yes, needs) an outside voice full of endorsement, compassion and acknowledgement. Not as a yes-type
4. **Suggest.** We want a lot **for** you. We want you to be healthy, happy and successful. We want you to be on a strong financial track. We want you to enjoy your family and friends. We want you to have a life that inspires others - and yourself. Part of our job is to be at least 3 steps ahead of you, yet be with you. As such, we make requests and suggestions. You **are** the client

Why Fulbright & Fulbright?

We bring to the table 15 years of practical, financial, technical and people problem-solving skills. With both a CPA & PFS on staff, we are trained to look for, identify & solve problems, which is the essential element in good coaching.

Other Services We Offer

In addition to coaching and telecoaching here's what else we can do for you:

- ◆ **Workshops And Training** geared towards you as a professional, with innovative focus on business and executive coaching, executive leadership and holistic financial courses to help you keep abreast of current business trends.
- ◆ **Comprehensive Fee-Only Financial Planning** through Fulbright Financial Consulting, PA. Designed to further help you along your pathway to financial freedom.
- ◆ **Tax Planning, Preparation And Representation.** These are the keys to reducing Taxes, which probably counts as one of your top three expenses.
- ◆ **Assist With Proposals And Presentations** of loan packages and business plans.
- ◆ **Investment Management Services** through Fulbright Financial Consulting, PA. As a Registered Investment Advisor, we help select an appropriate asset mix to meet your objectives.

What Do WE Expect Of YOU?

We ask that you grant our relationship enough room so that you can reach your goals quickly. We want you to be comfortable discussing your financial plans & barriers to success. You must be willing to listen to what we have to say, and take the time to develop the trust you need between us.

What Can YOU Expect From US?

- **Unconditionally Constructive.** No matter what happens during our call, you can expect us to say only those things which further your life and goals. If you are disturbed, we understand. If you are stuck, we will be patient. If you can't wait to share a victory, we will celebrate with you. We will not make you wrong, criticize you, complain to you or gossip about you.
- **Straightforward.** Yes, one can be unconditionally constructive and still speak straight. Occasionally, we will ask you to begin, end or modify something. We will also honor your right to refuse.