



Changing Your Game



The Self-Managing Company[®]

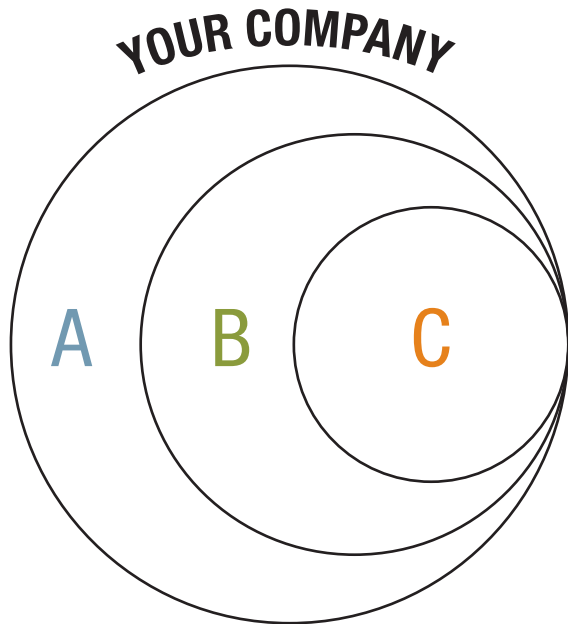
	Never Always									
1. My Free Days™ are totally free. I don't call or check in, and the business still runs just fine.	1	2	3	4	5	6	7	8	9	10
2. I have enough scheduled and protected focus time—reserved for doing my best work with my best opportunities.	1	2	3	4	5	6	7	8	9	10
3. I'm not the sole generator of our company's revenue. Other team members also bring in new sales.	1	2	3	4	5	6	7	8	9	10
4. Our profitability gives us room to invest in our growth and our team.	1	2	3	4	5	6	7	8	9	10
5. I'm leveraged by my team to work only with our best clients.	1	2	3	4	5	6	7	8	9	10
6. I have a team with “batteries included” that takes initiative and is focused on results.	1	2	3	4	5	6	7	8	9	10
7. I am freed up to work only on what I'm good at and love to do—and freed up from things I'm not good at and dislike doing.	1	2	3	4	5	6	7	8	9	10
8. I have clearly communicated my long-term vision to my team.	1	2	3	4	5	6	7	8	9	10
9. We're continually testing and implementing new innovations.	1	2	3	4	5	6	7	8	9	10
10. My business life and my personal life are in balance. I am present in both.	1	2	3	4	5	6	7	8	9	10

TOTAL

/100



Changing Your Game



A =

B =

C =

Changing Your Game					
Company A		Company B		Company C	
•		•		•	
•		•		•	
•		•		•	
Current	One-Year Goal	Current	One-Year Goal	Current	One-Year Goal
%	%	%	%	%	%



The Strategic Coach® Advantage: The Strategic Coach® Program

What you get when you join the Program.

1

Four quarterly, one-day workshops.

Your workshop day, once a quarter, is a rare opportunity to get outside the day-to-day of your business to a place where fresh perspectives and insights are virtually inevitable. Everything we teach is something we're implementing in our own business, and everything, from the physical environment, including the food, to the structure and content of the day, is designed to work for busy, distractible entrepreneurs.

2

An exceptional entrepreneurial peer group.

In your Coach workshop, you'll find a supportive network of the most ambitious, talented, and successful entrepreneurs in the world, each dedicated to growing their results 10x and maintaining an exceptional quality of life.

3

A coach who walks the talk.

All of our coaches are highly successful entrepreneurs who are Strategic Coach® participants themselves, with many years' experience using the tools and concepts of the Program to grow their own businesses and simplify their lives.

4

Multiplier concepts and tools focused on growth.

Because we have entrepreneurs from across the spectrum—from those who are great planners and systematic thinkers, to those who resist any form of structure and instinctively like to break systems—we have different tools and methods so you can discover the ones that work best for you. The thinking you do here trains your mind to take the raw material of where you are now and where you'd like to be and use it to create your own unique path to the bigger future you're looking for.



The Strategic Coach® Advantage: Between Your Workshops

Four ways we ensure your progress outside of your workshop.

1

Growing teamwork to free you up to multiply results.

No one goes 10x alone. Your team is a pivotal part of your growth, yet most entrepreneurs don't count team-building or team management among their favorite activities. Strategic Coach® tools create a common language for planning, learning, problem-solving, alignment, and buy-in around your vision and goals. Because entrepreneurs have different-sized teams and different needs, we offer a variety of options to help you strategically and efficiently build the team you need and work better with the one you have. This means you can focus less on teaching and managing and more on what you personally do best to grow the business.

2

Weekly Planning and Monthly Booster Calls.

Interactive 30-minute Weekly Planning Calls hosted by one of our top entrepreneurial team coaches help you and your team get focused and aligned each week on your goals and progress. One-hour Monthly Booster Calls, focused on a specific tool or concept, are a great opportunity for you to deepen your knowledge about what you've learned in the Program. These calls are included in your investment and open to all participants and their teams.

3

A Program expert to help between sessions.

In addition to your quarterly workshops, you will have the support of one of our dedicated Program Advisors. Your Program Advisor will help keep you focused and on track, support you if you're feeling stuck, and recommend the right tools or resources to think through the specific obstacles and complexities you may be facing throughout the quarter. Consider them well-trained and equipped guides with a tenacious desire to help you succeed, especially at times when the path seems unclear.

4

Strategic Coach® Online, customized for you.

Extensive 24/7 web-based support gives you and your team access to interactive online versions of our most popular tools and a rich and evolving base of learning resources. You can use your personalized account to simplify communication with your team; get information about your workshops quickly; access videos, audios, and lots of new content; and more.