



PHIL BUDD



121 COACHING
DANIELLE BUDD

**Action
COACH**
BUSINESS COACHING

Coaching that delivers results by focusing on performance

WELCOME

"Dear Danielle,

I would like to personally welcome you to 121 coaching and express my excitement to be assisting you in accomplishing the goals you have for yourself and your business.

I am committed to assisting you in achieving your desired outcomes set out in your coaching programme.

Please read this document to learn about all the added benefits of coaching and the additional resources available to you as part of your 121 coaching.

In addition to your coaching sessions, if you have any questions, please feel free to contact me anytime on



**07585 784183 or email
philbudd@actioncoach.com**

Congratulations for taking action; I am looking forward to supporting you in achieving your goals.

Best Regards,

Phil Budd

Business Coach

**ActionCOACH - The World's #1
Business Coaching Firm**



YOUR COACHING PROGRAMME

This 121 coaching programme is tailored specifically to your individual and business needs.

Your programme includes 24 scheduled coaching sessions throughout the year, which will work out on average, 2 sessions per month (some months this may reduce to one session allowing for holidays for both of us).

Each session we will allocate up to 1 hr to ensure we have a focussed and productive session. At the end of each session you will document the key actions and goals agreed up.

All regular coaching sessions will be held on zoom with the exception of the Alignment which will be conducted face to face.

Coaching is outcome focussed, therefore there might be the need for you to contact me outside of our scheduled sessions, which you can do via email, whatsapp or phone call.

Coaching sessions will be diarised, six months in advance.

Lizzie my Executive Assistant will liaise with you to book a regular day and time that is convenient.

YOUR COACHING PROGRAMME

During our last session we agreed areas of initial focus and what you want to get out of coaching and see as your return on investment.

I have summarised these below which we will review during the course of coaching:



INSERT A GOAL, OBJECTIVE, OR OUTCOME

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YOUR INVESTMENT

£2,000 plus VAT pcm

Alignment session

When I ask business owners “where do you want your business to be in 3-5 years?” very few people have a clear idea, let alone have an actual written plan. Most people think of a business plan as a hefty document that’s hard to create and even harder to implement, but it doesn’t have to be.

An Alignment Session (also known as a Strategic Planning Day) is a fantastic way to take one day out of your business to work on creating a clear plan for 3-5 years forward.

I will help guide and coach you to create a clear vision for your business, with documented goals and milestones to achieve your goals.

These milestones include:

- Revenue, profit & size of team
- Short term business goals over the next 12-18 months
- Identify the challenges that need to be addressed to achieve your goals
- Strategies that will help you overcome any challenges and accelerate growth

INVESTMENT

£2,000 plus VAT (billed separately to your coaching program)

TIMELINE

The timeline below provides an example of when we schedule the Alignment session, We will review and discuss when the right time is for you



First 3 months

Define what you want from coaching and remove any chaos, create capacity for you to think about what you want from the business



Month 4

Review your progress and schedule your alignment session



Month 5

Ensure you have a 90 day plan in place through attending GrowthCLUB - short term goals that help you achieve your longer term goals identified at the alignment



11 months after your alignment

Review your progress to achieving your goals. Realign your personal goals to your business goals, because as your business grows so does your personal goals



Getting the most out of coaching



SHARED COACHING FOLDER

During coaching we will need to share documentation and templates. The shared one drive folder will allow both of us to upload file securely.



DISC ASSESSMENT

At the start of your coaching programme you will be asked to complete a DiSC assessment. This communication assessment tool is designed to help improve teamwork, communication and productivity in the workplace. At the same time it helps me get a better understanding of you and how to adapt my coaching style to meet your needs



ACTIONCOACH BIG FRIDAY FINISH SPEAKER SESSIONS

ActionCOACH host free speaker sessions for all ActionCOACH clients across the UK to attend virtually. These provide a great opportunity for you to broaden your understanding and skills in all areas of business. Recent speakers have included Marcus Sheridan, John Warrillow and Frank Dick: all leaders in their own field.



GROWTHCLUB WHATSAPP GROUP

I believe in the value of a business community and so have created a group of likeminded individuals that want to learn and grow their businesses. We use whatsapp to share wins, canvas opinion, give support and update everyone about forthcoming events and opportunities.



Getting the most out of coaching



ATTENDANCE AT GROWTHCLUB ONCE A QTR - 90 DAY PLANNING SESSION

Every 90 days my clients are invited to attend a 90 day planning session called GrowthCLUB. The purpose of this session is to reflect on the last 90 days, create clear goals for the next 90 days and document the actions you need to take to achieve those goals.

This is included as part of your 121 coaching programme and gives you the opportunity to meet and talk to other business owners and share experiences.



CELEBRATE THE WINS

I encourage my clients to share all successes, however big or small. This is crucial to your development and the progress you make. Every coaching session will start with an opportunity for you to share your wins and recognised what you have achieved.

Getting the most out of coaching



FOCUS SHEET

To help you capture the actions at the end of each session and prepare for the next session, we will use a focus sheet. This will ensure each session is productive - we will go through how to use this effectively during our next session

ActionCOACH Weekly Coaching Focus Sheet

Sections marked * to be completed straight after the coaching session. All sections to be completed and emailed to your Coach the day before the next session.

Client Name: _____ Company Name: _____

Coaching Day: _____ Time: _____ Date: ____ / ____ / ____

*The Number 1 Thing I've Learned from Today's Session: _____

*Goals & Actions before next Coaching Session:	Goal Achieved?	Comments:
Goal 1	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Goal 2	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Goal 3	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Goal 4	<input type="checkbox"/> Yes <input type="checkbox"/> No	

*Things To Phone/Post/Email for Next Week's Session:

- | | | |
|-------------------------------------|--|--|
| <input type="checkbox"/> T&M Sheets | <input type="checkbox"/> Cash Flow | <input type="checkbox"/> Learnings Summary |
| <input type="checkbox"/> KPIs | <input type="checkbox"/> Goal Planner | <input type="checkbox"/> Other |
| <input type="checkbox"/> P&L | <input type="checkbox"/> Marketing Piece Draft | |

*Actions for the Coach: _____

My brightest achievement in the week just past: _____

My main challenge during the week gone: _____

What to expect...

Initially you'll be excited and want to do everything at once. It'll be my role to slow you down and focus you on the key areas. Please expect this.

Around 3 to 5 months into the programme your excitement will possibly wear off.

You'll have gone through a massive learning curve.

For some clients it is like starting at a gym. Some start out with great enthusiasm and best intentions of diligently following the programme. But then it all gets too hard and they slacken off. My job is to keep your enthusiasm and commitment up.

The emotional journey of creating anything great



The emotional journey is **INEVITABLE** and perhaps necessary

“ Coaching supports you on your emotional journey. It underpins the bridge from one side to the other. ”

Above or below the point of power

Ownership
Accountability
Responsible

Blame
Excuses
Denial



Payment terms and general conditions

PAYMENT TERMS

Invoices will be raised a month in advance on the 10th of each month, with payment via go-cardless (direct debit) – Instructions will be sent through on how to set this up. Standard payment terms are 10 days from date of invoice.

Your first invoice will be raised today with payment due immediately – for coaching during X. Following that you will receive an invoice on 10th of X (payment due on 20th X) for coaching during X.

GENERAL CONDITIONS

The materials you receive during coaching are confidential and proprietary, and cannot be used, disclosed, or duplicated except within your own company. These materials are unpublished works protected by copyright laws and no unauthorised copying, adaptation, distribution storage or display is permitted.

Sessions can be re-scheduled. If you need to reschedule meetings you agree to provide 24 hours' notice or risk forfeiture of the coaching session.

Either of us may elect to terminate this agreement at any time upon thirty days' notice in writing.

If you have any questions about these terms and conditions please feel free to contact me or my Executive Assistant, Lizzie Mendes da Costa on 07592 691699 or businessgrowth@actioncoach.com

Do you know a business owner who would benefit from coaching?



I am a strong believer in supporting local businesses. Even the top people in business need an outside perspective. If you know someone in your business network that you would benefit coaching please feel free to make an introduction, i'll gladly arrange to meet with them.

What can they expect?

- ✓ I allocate 2 hrs to exploring a new business relationship, all of which is complimentary (broken down into a 30 minute initial call and then 1hr 30 minute coaching session) – giving us both the opportunity to learn enough about each other to see if we are a good fit and identify the benefits of coaching specifically for your business.
- ✓ During these sessions we will:
 - Assess your business to identify which strategies could be useful to you
 - Identify 'quick wins' you can go away and do – whether or not you decide to continue coaching with me
 - Give you clear information on exactly how business coaching will work and the investment involved
 - Leave the decision in your hands as to whether there is value in coaching for your business or not

“

SUCCESS

IS NOT **FINAL;**

FAILURE

IS NOT **FATAL;**

IT IS THE

**COURAGE
TO CONTINUE**

THAT COUNTS. ”

Winston Churchill