



THE FIRM

An investment in the rest of your life.

**REAL PEOPLE.
REAL RESULTS.®**

actionCOACH®
BUSINESS COACHING

www.actioncoach.com

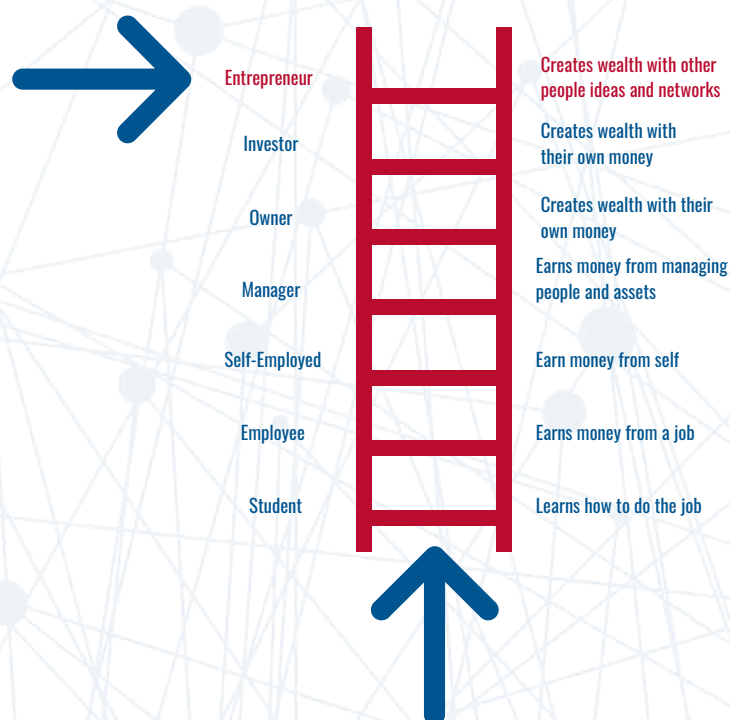
YOU ARE HERE...

Over the course of your business career you have gained knowledge and experience to make owning a business the next logical step. As you have moved up the Entrepreneurial Ladder you have gained valuable skills. Now you can put all that knowledge to work for you and turn your business experience into business profit.

As a true entrepreneur, you are now ready to create money with other people's ideas and network. Making an investment in your future by owning your own professional business service firm, will mark a new chapter in your life.

Choosing a #1 white collar professional business service franchise is a great choice to build your legacy.

The ActionCOACH Entrepreneurial Ladder



JOIN US...

When you join **ActionCOACH** you and your team will help take companies from good to great. Teaching business owners to develop winning game plans, how to build strong teams and how to grow profits will part of your everyday purpose. You will be a part of the **ActionCOACH** community that guides business owners and executives to success with proven methods to build their businesses, departments or divisions. You will be joining the largest and most successful business coaching franchise in the world. You will add your experience and expertise to the collective success we have built over the 27 years.

You and your team will make an impact in your local community helping businesses grow and flourish, using our proven and tested tools and strategies. Joining **ActionCOACH** you will add to these numbers...

A VISION FOR YOUR FUTURE...

We are happy to share our vision of "**World Abundance through Business Re-Education**" with you. As a franchise partner, you will be part of the world's largest Business Coaching organization which already represents about 80% of the Business Coaching and training industry globally.

An entrepreneur, our CEO and Founder Brad Sugars started **ActionCOACH** in Australia from his spare bedroom and over the last two decades, has grown the company to be the leader in the Business Coaching industry. Now **ActionCOACH** is in more than 70 countries. New coaches and firm owners like you are joining the organization and we are making huge economic impacts in every community we serve.

We know starting a business can be daunting, but by picking the biggest and best provider in the industry, you are already headed in the right direction. Making your dream of business ownership come true is closer than you ever imagined. Along with our vision, our **14 points of Culture** will be a part of your journey from start to finish as well.

+1000

**Number of coaches
operating worldwide**

+18K

**Number of businesses
ActionCOACH
works with weekly**

+70

**Number of countries in which
ActionCOACH +18K has coaches**

+3500

**Number of business
building tools and
strategies to
grow your business**

+25YRS

**Established in 1993, we
have more than two
decades of experience.**

YOUR COACHING SYSTEM

Your firm will focus on customising coaching programs aimed at expanding core competencies and delivering outstanding leadership capabilities within the organisations you and your team foster. Your firm will focus on challenging individuals to stretch and grow personally and professionally. You will use your business expertise to deliver seminars, workshops and training sessions for your clients and prospects. As it grows you and your team will have the opportunity to proactively add to your knowledge, learning about the latest trends, methodologies and development techniques, using the proven and tested **ActionCOACH** system to be even more successful. Our system is constantly changing and expanding to meet the needs of the global business community and we will bring you on the journey with us.

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14 POINTS OF CULTURE

1. **Commitment**
2. **Ownership**
3. **Integrity**
4. **Excellence**
5. **Communication**
6. **Success**
7. **Education**
8. **Teamwork**
9. **Balance**
10. **Fun**
11. **Systems**
12. **Consistency**
13. **Gratitude**
14. **Abundance**



YOUR COACHING COMMUNITY

Your firm will become part of a global community. Using an independent research agency, **ActionCOACH** measures client satisfaction using the Net Promoter Methodology used by business giants such as Google and Amazon. Consistently, **ActionCOACH** has received exemplary scores and the client feedback clearly shows that our coaches are a valuable and important lifeline for small businesses and are making a difference in the lives of clients in every community.



In August-September 2020 **ActionCOACH** asked independent research agency WorkBuzz to conduct their 3rd Annual Client Satisfaction Survey to ensure they continue to raise their standards of customer service. This year, 590 clients had their say and once again, **ActionCOACH** scored a 'world-class' status. Here are the details of some of results.

97%

of clients would recommend **ActionCOACH** to a friend or business associate



93%

of clients agree that **ActionCOACH** has a powerful suite of business solutions



92%

of clients said **ActionCOACH** is worth the investment



84%

of clients that have used **ActionCOACH** agreed that they had a better work:life balance



75%

stated that since working with **ActionCOACH** their revenue has increased



97%

of clients said their **Action Coach** makes a positive difference to their business



World class levels of client advocacy -

81

NET PROMOTER SCORE
(up 9 points since 2019)



How ActionCOACH compares against other industry leaders:

Brands with an NPS score of

0-49

- Airbnb (43)
- Kaiser Permanente (34)

Brands with an NPS score of

50-69

- Vanguard (67)
- Apple Music (55)

Brands with an NPS score of

70+

- ActionCOACH (81)
- Ritz Carlton (70)
- USAA (72)

NICE Satmetrix US Consumer 2020 Net Promoter Benchmarks. Note: NPS scores of industry leaders provided by NICE Satmetrix, ActionCOACH Client Advocacy Score provided by WorkBuzz



Participating Independent Coaches in Australia, Canada, the Caribbean, Mexico, New Zealand, Spain and the United States

"The Biggest Risk You Can Take Is To Do Nothing."

BRANDS

WorkBuzz

Independent research carried out by WorkBuzz in September 2020

www.actioncoach.com

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ActionCOACH achieved a score of 81 for client advocacy which is designated as "world-class status" in 2020 which places it amongst the elite brands in the world.

BUSINESS COACHING IS BOOMING

Globally there has been a rapid increase in the use of business and executive coaching within organizations. The industry is estimated to exceed \$2 billion in revenue.

Global demand for Business Coaching is unprecedented, and is the second fastest growth industry in the world behind I.T. Executive Coaching and leadership development are likewise in high demand and producing outstanding results.

The Harvard Business School reports that a survey by Right Management Consultants indicated that 86 percent of companies said they used coaching to sharpen the skills of individuals who have been identified as future organizational leaders.

Coaching is growing in popularity with business owners, executives, and HR Managers. Google Trends reports that common keywords "Business Coaching", "Business Mentoring" and "Business Advisor" have significant ranking in Google searches.

According to a survey conducted by the International Coach Federation (ICF), executives and entrepreneurs who use a business coach can increase their net income by an average of 46 percent; however, further statistics reveal that 42 percent of organizations don't use a business coach.

Some of the statistics on business coaching they gathered are:

- **70% accepted business coaching is "very valuable."**
- **50% admit their coach as much as their best friend, spouse or therapist**
- **12% confide in their coach more than anyone else.**
- **62.4% developed a more intelligent goal-setting**
- **57.1% lowered their feelings of anxiety**
- **52.4% built more self-confidence**
- **43.3% saw improvement in personal satisfaction**
- **25.7% generated more salary**

The insights on business coaching reveal that individuals who use coaches, do improve their chances of achievements in one way or another.



ADDITIONAL DRIVERS FOR BUSINESS COACHING

- The fast pace of Business and the pace of change means that the ability to learn and adapt is quickly becoming an essential skill. In these times of 'permanent white water', Business Coaching and mentoring is seen as an excellent alternative to desperate paddling.
- **Flatter organizational structures and organizational downsizing indicate that there are newly promoted individuals who often have to make large steps with changes in skills, responsibilities and performance because of the broader requirements of their roles.**
- **The need for targeted, individualized and just-in-time learning means that one-size-fits-all training solutions may not be as relevant as they once were. Individuals are taking more responsibility for their own development.**
- The need in businesses for every member to be 'walking the talk' in terms of the values and an increasing reliance on the caliber of an individual's emotional intellect capabilities.
- Significant increased employee demand for mentoring and coaching. In large organizations, senior managers frequently have an Executive Coach whom they consider essential to achieving their own performance targets. Coaching leads to increased staff satisfaction and retention.
- The realization that the transfer of training to the workplace is not as efficient as is desirable.
- Recognizing that leadership is required at every level of the organization and that you can't 'inform' leaders, you can only 'transform' leaders. Coaching is a transformational learning process.
- The need to differentiate and stay ahead of the competition. In the aftermath of the COVID crisis, businesses will need professional guidance to stay, relevant, progressive and responsive.



THE FIRM - YOUR INVESTMENT

The Firm is an investment in your lifetime.

ActionCOACH created this franchise opportunity for the true Entrepreneur like you, who sees themselves as an investor or area developer and is looking for unlimited growth potential. Much like the traditional firms familiar in the professional service industry, your **ActionCOACH** Firm will be the dominate provider of business coaching in your exclusive territory and in your community.

Your firm will operate in an exclusive territory or DDMA.

This DDMA (Dedicated Designated Marketing Area) positions your firm as the only provider of **ActionCOACH** business coaching services in the designated area.

The territory region in which you build your firm includes approximately a minimum of 20,000 SMEs (Small to medium enterprise). Territories have been statistically drawn to ensure each has a good mix of employee-based businesses and single operators on which you can build your client base.

As a firm owner you have the freedom to hire an unlimited number of coaches to serve the territory or territories. This opportunity allows you to leverage your operations and expand into multiple territories easily and more efficiently.

As a firm owner you can focus on the area of operations in which you feel most comfortable. You can focus on developing a team, driving lead generation and or directly coaching clients. Ultimately, as the firm owner it will be your vision that leads to the firm's growth and expansion. You will be building an asset with real value that they can sell in the future or pass it on within your family.

Further details can be found in the latest registered Franchise Disclosure Document as applicable in your area.



TRAINING AND SUPPORT

When making such a life changing investment, it's important to understand all the value you are purchasing. **ActionCOACH** provides you and a key team member in-depth induction training, it provides you ongoing support and education throughout the life of your franchise. In addition, **ActionCOACH** provides you a comprehensive list of benefits unmatched by the competition.

The following outlines the initial and ongoing resources and advantages of franchising with **ActionCOACH**.

As a franchise partner you receive:

- Your very own state-of-the-art Website
- A completely proven and tested business model
- Technical support from our Global IT department
- Full Image Package including personalized business cards and stationary for your firm
- Access to a the ActionCOACH Dashboard powered by Microsoft 365 Dynamics
- Access to a customized ActionCOACH Client Portal powered by Microsoft 365 Dynamics to help manage your clients
- More than 3500 business Building Tools and Strategies to help build your business and your clients' businesses
- A vault of tested and proven assets to build your business and guide your clients
- +17 Marketing strategies to help you get clients and keep clients
- Thousands of pieces of collateral and marketing assets for digital marketing efforts
- Weekly Webinars and Ongoing education events hosted by Master and Sr. Coaches
- Regional and Global Conferences for ongoing professional and personal enrichment
- Access to global community via social media and Yammer
- Monthly Marketing Roundtable Webinars to get insight from partners worldwide
- Monthly Newsletter content and templates to help you market to your database
- Ready-made Presentation decks, flyers and handouts for all ActionCOACH signature programs and products you deliver
- Complete marketing kit to help you launch your firm
- Assistance and best practices for social media set up and ongoing marketing
- Email templates and scripts for all programs
- Ongoing product development and marketing support

**ONLINE
TRAINING**

SUCCESS

Formal Training Includes...

- **4 weeks of Pre-training**
- **10-days of in-depth classroom
Induction Training**
- **90-days of Post Training
Support and Launch Event
Execution Plan**

YOUR PRODUCT LADDER

As an **ActionCOACH** Firm Owner you will have a variety of products to create revenue stream options. Coaches in your firm can match the right clients with the right product. The **ActionCOACH** Product Ladder offers proven options to meet your clients' needs.

ActionCOACH This is our signature program and the most intense, results driven coaching any business owner can put to use. Our one-to-one coaching system is so strong that we guarantee results for clients, because we know it works, anywhere, in any economic environment.

ActionCLUB In **ActionCLUB** you work with a group of business owners in a 14-week program that educates them on how to grow their revenues and profits. **ActionCLUB** is perfect for those clients that should be in one-to-one coaching but aren't ready to take that step.

SEMINARCLUB encompasses a number of workshops with members of your client's teams. They run the gamut from **PhoneRICH** to **SalesRICH** to other aspects of a business that team members may need to be trained on.

BUSINESSRICH Most business owners are too concerned with working IN their business that they don't have time to work ON it and make real money. **BusinessRICH** is a 2-day group coaching workshop that teaches business owners real strategies that generate real wealth.

GROWTHCLUB You'd probably be surprised if you knew how few business owners actually plan for success. **GrowthCLUB** meets every quarter for a 90 day business planning. **GrowthCLUB** is a group setting giving the clients an environment to share ideas with other business owners.

PROFITCLUB is a great way to jumpstart the coaching process. **ProfitCLUB** consists of informal peer-to-peer networking events and educational breakfast meetings, during which clients become familiar with **ActionCOACH** while meeting other business owners and learning strategies for their business.

With **PLANNINGCLUB**, our coaches not only have a way to systematise the accelerated future growth for their clients, but it's also a great tool to gain access into the mid-size company market. A real game changer as this product is truly unique in the market place, filling the void for easy to implement business plans

Our **ASSESSMENTS ONLINE** program helps our clients gain understanding into the personality profiles of their team, clients and vendors. This program gives true insight and makes managing a business easier and far more productive. Our coaches are never surprised when a business owner doesn't have a good hold on how much their business is worth.

LEVERAGE is a breakthrough in "Edu-ainment", it is simple and fun, revolutionises business learning and will alter your perception and open your mind to what's truly possible within a business. Played by people of all age groups, by business people, non-business people and students.

BOOK CLUB Brad is the author of 15 books, including the Best Selling Instant Series of books and his latest, Pulling Profits. Each of Brad's books focus on a different area of business and he delivers them in straight-forward language that even the most inexperienced business person can understand. **BookCLUB** is a great way to familiarise your clients with our teachings and help them get ahead.

ActionCOACH

ActionCLUB

SEMINARCLUB

BUSINESSRICH

GROWTHCLUB

PROFITCLUB

PLANNING CLUB

ASSESSMENTS ONLINE

LEVERAGE
THE GAME OF BUSINESS

BOOK CLUB

OUR FOUNDER & CEO

Brad Sugars came from humble beginnings but has built a life and a business that many would cite as the very definition of success. Sugars, a self-made multi-millionaire, is the founder of the global business coaching franchise **ActionCOACH**, an international business speaker, author, and entrepreneur.

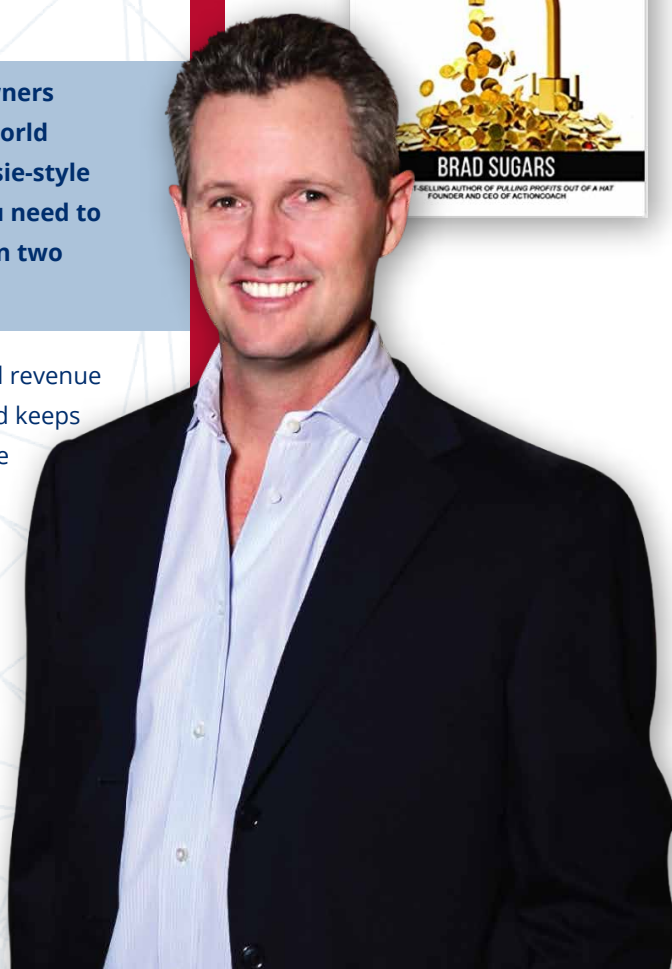
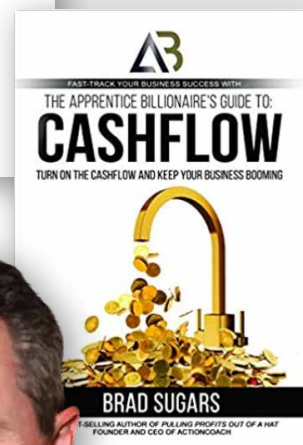
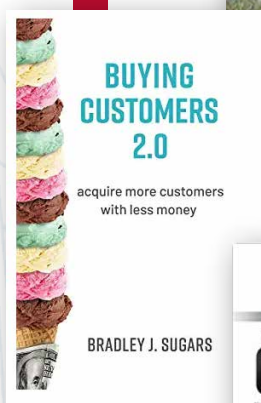
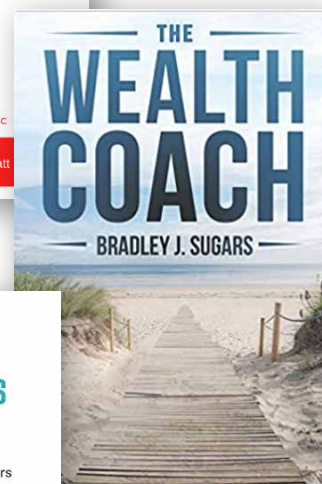
Sugars has written 17 business books, beginning with the "Instant Success" series, which were originally self-published. In 2006, McGraw Hill bought the international publishing involving a single author and philosophies on life. In 2019, Sugars made several best-seller lists with his most recent book, **Pulling Profits out of a Hat**. In late 2020 he is embarking on launching several new books via his Apprentice Billionaire Guide to Business series in 2020 and 2021.

Professionally, nobody has created a bigger impact in Sugars' life than Jim Rohn. As a teen, he scrimped and saved his allowance in order to afford tickets to a Rohn seminar, and despite being the youngest person in the audience, what he learned there has transformed his own business practices and philosophies on life.

Sugars has a dynamic stage presence and enjoys motivating owners through his online content (videos, podcasts), books and real-world seminars, and speaking engagements. His straightforward Aussie-style has branded him as a thought leader that will tell you what you need to hear, not necessarily what you want to hear - and for more than two decades, millions of people worldwide have been listening.

Today he continues to lead **ActionCOACH** adding new products and revenue options for our franchise partners. Sugars continues to innovate and keeps **ActionCOACH** at the top of the Business Coaching industry for more than 27 years now.

Sugars is equally as passionate about his family as he is about business. He is a husband and father of five children and lives in Las Vegas, Nevada.



YOUR DISCOVERY PROCESS...

Your decision to embark on business ownership is a powerful and pivotal point in your professional and personal life. You and your family, friends and confidants need to weigh many options. Finding a business partner that will support you and give you the tools to help you grow beyond your expectations is critical.

Consider choosing a career with a purpose and a business option that offers unlimited growth. In today's marketplace, the world needs more people that love what they do. Finding a business that works for you is a real possibility.

Let's work together to make your future dreams a reality today. You will be surprised how easy and uncomplicated, becoming a business owner can be. You will always have us by your side, answering your questions, providing you data and connecting you with experts to help you make the final decision.

We are honored you have taken the first steps with us and we are excited to work with you closely in the next few weeks to help you discover all **ActionCOACH** and our Firm Model can offer you.

Next Steps....

- Talk to our Local Development Team.
- Participate in our Tool Box Tour, Business Development Marketing Webinar to help you get familiar with the resources.
- Meet some of our coaches and firm owners so you can get to know ActionCOACH more in depth.
- Complete your due diligence process which allows you to review all agreement documents, complete a cash flow projection and business plan.

**“THE
BIGGEST
RISK YOU
CAN TAKE
IS TO DO
NOTHING.”**

BRAD SUGARS

AWARDS & RECOGNITION

ActionCOACH has been recognized for excellence in franchising and business coaching, both domestically and internationally. Here are some of the prestigious organizations that have awarded **ActionCOACH** with distinctions over the course of more than two decades.



YOUR NEXT STEP...

Let's set up an appointment to discuss the next steps in your process.

NAME:

TITLE:

CONTACT PHONE:

EMAIL:

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Las Vegas, Nevada 89148
USA

