

FREQUENTLY ASKED QUESTIONS



TELL ME ABOUT CONTINUOUS COACHING FOR LEADERS AND EXECUTIVES.

Continuous Coaching recently celebrated its ten year anniversary. We have positively changed the lives of both organizations and individuals across many industry groups.

AS A BUSINESS PROFESSIONAL, WHY WOULD I NEED COACHING?

The best professional athletes have coaches. The top leaders and executives have coaches. Why? They seek continuous improvement in their game. It takes considerable effort to perform at a high level given all the variables you face. Leaders and executives face a roller coaster economy, regulatory changes, directing strategic plans and working to deliver results both with your internal and external clients. While most executives have some form of professional designation there is a hole in the training revolving around leadership development.

We act as a trusted advisor, much like your accountant or financial planner, to ensure that you learn how to create a business and a life with greater rewards, less stress and fewer headaches. The pace of change is so rapid today that your coach acts as a sounding board for decision making; but equally as important holds you accountable for results.

I TRUST MY INTERNAL TEAM TO GIVE ME ADVICE WHY DO I NEED YOU?

We respect your relationships with your team. We encourage you to learn from the people you trust. Our difference is that we aren't involved in your day to day struggles and can deliver a powerful outside perspective. We become a way for you to confirm and align decisions made with your gut, your heart and your head. It is common for our clients to say "I know intellectually that it is the right thing to do but my gut is telling me otherwise". A coach helps you work through those issues for greater clarity.

HOW ARE WE DIFFERENT THAN OTHER COACHING AND TRAINING COMPANIES?

We focus on leadership and practical business skills. We know that for any business to run smoothly and efficiently your entire team has to be working as a single unit with shared Mission, Vision and Values. For that to happen, you need to develop the leadership skills for yourself and within your organization.

We have a coaching process that has been developed from research and tested on real businesses with substantive results. We assess, coach and evaluate your progress. We also provide leading edge technology to help you reach your goals.

We coach you one on one but have the bench strength to bring in specialists as co-coaches when required.

I DON'T HAVE TIME TO BE COACHED AND I DON'T UNDERSTAND WHAT VISION, MISSION AND VALUES HAVE TO DO WITH MY BUSINESS?

There is a fine line between a groove and a rut. Most leaders and executives believe that they can't waste valuable hours to be coached. The problem becomes they work *in* their business everyday, but not *on* their business. The result is a deeper and deeper rut created with results and culture occurring accidentally.

What if you took the time to work on improving yourself and your business so that both you and your organization stay in the groove? What would it be like to have a sounding board that can listen and give you feedback on your ideas? What if you designed your life rather than let it happen to you? The benefits of investing in yourself and ultimately your future are staggering. Don't worry about the terminology we will guide you through the process.

WHAT IS MY FIRST STEP?

The first step is to complete a short 10 minute survey, which we review with you in a free one on one consultation with us, to see if there is a fit between you and our firm. The consultation takes less than 45 minutes and can be done in person or over the web.

FREQUENTLY ASKED QUESTIONS



WHAT YOU SHOULD EXPECT?

You should expect that it will take some time to see results. People are resistant to change so it will feel uncomfortable especially at the 3 month mark. The learning curve is steep however you have the ability to use your intelligence, gut instincts and heart to make your business and your life better.

HOW CAN I MAKE SURE THIS WORKS?

Promise yourself you will succeed and put in the effort. Make an agreement with yourself to be responsible. We will invest our time and knowledge with you and often give more time when we get into solving a crucial problem or are in a creative flow.

WON'T THIS MEAN MORE WORK FOR ME?

There are 168 hours in a week, you get 56 hours of sleep if you are lucky; therefore, you are potentially awake for a total of 112 hours. We ask you to commit 2% of your waking hours to be dedicated to working on your professional development with us.

HOW MUCH WILL THIS COST?

Each situation is different. Our fees are customized to your needs after we assess your situation. We also provide discounts if you are members of certain associations. Our ideal client is an organization or individual that wants to perform at their best. If we mutually determine that the engagement will take place over a longer period of time, our pricing will reflect that commitment on your part.

WHAT RESULTS HAVE OTHER COMPANIES AND EXECUTIVES HAD WITH COACHING?

In a word, breakthrough. You can literally improve the value of your organization as you start getting more and more determined on setting, and focusing on, achieving your goals. You are also welcome to speak to our clients on request.

CAN YOU TRAIN MY PEOPLE TOO?

Yes, we recommend this because once you start developing your vision, mission and values you want these to permeate through the organization. We train your key people to mentor their teams just like we do for you as a coach.

WHEN IS THE BEST TIME TO GET STARTED?

Yesterday.

WHAT IF IT DOESN'T WORK?

What if it does? We will invest fully in your growth and if you do the same it will work. You can terminate our contract with thirty days notice.

WHAT PEOPLE ARE SAYING ABOUT COACHING...

"Continuous Coaching provides the tools and resources to ensure our company is focused, motivated, and productive. In the last 3 years working with our Coach, we have seen our revenue grow by an average of 100% year over year and earnings by 46%."

President, Core Lab PROMORE Division

"The corporate world is a highly competitive place. The keys to immeasurable success within that world are clarity of vision and a well-developed and actively managed action plan. Pat has provided me with the tools and framework I need to achieve my goals and have made a profound difference in my career. Thank you, Continuous Coaching!"

Director, KPMG

"I love the face-to-face interaction and un-interrupted time with my coach. He has helped me break-through some significant barriers. I just wish I had more time with him."

VP Sales & Owner, WestJet Airlines

"My company invested in Continuous Coaching's Executive Development Program by getting a few of our key Executives involved (weekly) over the past few years, and I am happy to say that I have literally seen a return in the millions."

President & Owner, Oil & Gas Service Company