



## STRATEGY GROUP INTERNATIONAL LLC

*"MENTORING BUILDS CONFIDENCE"*



## SIGNATURE COACHER™

### ABOUT STRATEGY GROUP INTERNATIONAL

Strategy Group International is a full service business services firm combining the best in strategic consulting, analysis and planning, with experienced business coaching. SGI's mission is to advance ownership decision making, drive management action, guide marketing direction and stimulate overall company performance for improved bottom line growth.

### WHY OWNERS CHOOSE A COACHING OPTION

Smart, well-intentioned business owners can produce mediocre, even disastrous results. One big blind spot about their markets, one's own business skills or their company's positioning is all it takes. Conversely, business owners who make a practice of building competencies, especially around their blind spots, can generate powerful business results even in the face of formidable challenges. For them, excellence becomes a habit that they renew each day through clarity of focus and continuous self-correction.

Strategy Group is dedicated to creating such excellence in small and medium sized businesses. Combining six decades plus of experienced coaching and business management, we bring to business owners a methodology that is practical, highly customized, and extremely effective.

### ONE-ON-ONE COACHING

We match each business owner with one of our seasoned and tested partners. They work together for 4-12 months meeting bi-monthly to develop a focused set of competencies critical to the business owners success. Vital to the success of SGI's One-On-One Coaching program is its initial "Facilitated Discovery Analysis and Mastery" meeting that enables the business owner and coach to bond based on an accurate foundation of discovery and need analysis. At the heart of SGI coaching is a program of practices and exercises, custom-designed for the business owner, centered around their goals and the setting in which they work. Each individual coaching program is a dynamic process that focuses on your business and personal needs.

- Both immediate and long term
- Both self-management and leadership of others
- Both specific goals and a core set of competencies necessary for success

The end result is an expanded capacity to take effective action and the ability to self-correct and continuously improve.

### AVAILABLE COACHING OPTIONS:

#### ONE-ON-ONE

You and your Action Coach will develop and implement dozens of marketing, sales, systems, team building and personal growth strategies in your business. Your Coach will advise you on how to integrate the most effective strategies into your business.

#### GROUP COACHING

Strategy Group International routinely provides a series of Group Coaching and themed business focus groups that enables business owners to learn in a comfortable business environment while benefiting from the group environment and learning from the experiences of other business owners facing and overcoming like issues.

#### EXECUTIVE COACHING

SGI offers a wide array of coaching options that concentrate on the specific need and development of the business owner separate from the needs of the owners' business.

#### MARKETER COACHING

SGI offers a completely customized coaching program that will focus entirely on the particular marketing needs of your business and the improvement of the business owners marketing IQ. Marketer Coaching can be a stand alone or supplemental add-in program to any of SGI's coaching offerings.



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### **GROUP COACHING**

Experience more life and more bottom line profit with our dynamic SGI **Group Coaching** program. We pull out all the stops to combine the best elements of all of our workshops and seminars into power-packed group sessions. Imagine, along with a small group of 6 to 10 other business owners, in as little as 98 days, you will learn how to build a great business from the foundation up with your company's vision, mission and goals firmly in place. We delve deeply into preferred ways to generate cash flow in any economic environment by focusing on the fastest ways to increase your marketing results. We stress streetwise marketing that sets you apart from your competitors and gets you the kind of loyal customers you really deserve. With plenty of individual attention and invaluable business education, Group Coaching will prepare you mentally and financially for success.

These amazingly effective Group Coaching sessions conducted weekly or biweekly in 2-3 hr segments will earn you more freedom, personal satisfaction and profit from your existing business. This system works for any business in any economy! Invest ten consecutive weeks with the SGI Business Coaching Team and transform your business into the business you've always dreamed you would own!

### **EXECUTIVE COACHING**

Unlike One-On-One Coaching and Group Coaching, **Executive Coaching** is focused on the needs of the owner rather than the needs and health of the business. Together, we strive to improve your thinking and approach to your business.

This customized coaching program begins with profiles, assessments and interviews in a discovery format designed to create a map for growth and a plan for the remaining sessions. These sessions can vary from a single executive/owner to a few key managers in a very small group not to exceed 3. Individuals are coached separately.

Depending on your assessed strengths and weaknesses, your executive coach will design sessions that can include a variety of important skills, methodologies and processes. Several executive coaching sessions incorporate improving personal communication skills, business management approach; interpersonal skills; conducting effective business and market research; effective business communications; using public relations as free advertising, the power of effective networking and public speaking.

### **MARKETER COACHING**

SGI creates a unique coaching experience for the business owner that understands the importance a quality marketing approach and program will have on the growth and profitability of their enterprise. Our "Marketer" coaching program, over time, will coach the business owner through all of the steps necessary to develop a winning marketing strategy and then introduce and manage the deployment of marketing tactics that can increase market place penetration, bring your messaging or branding to the market place in ways that can generate customer and brand loyalty. The Marketer Coaching program can stand alone or supplement one of our other coaching offerings.

### **OUR PLEDGE**

Regardless of which program you choose, SGI extends a full guarantee of satisfaction. If for any reason whatsoever, you feel you are not learning, growing and improving, we will allow you to end your program with 30 days notice.

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