



SMALL
BUSINESS
COACHING

ROBERT
FORTO

Welcome to Peak Performance™ Coaching Program



MEET YOUR COACH



Robert Forto

The Lead Dog

Member of the International Coaching Federation. Doctoral Student. Researcher.

“I have been a serial entrepreneur since I was seven years-old when I managed a team of neighborhood kids to start a paper route empire. I will use my lifetime of skills and experience to help you reach your goals, bring clarity to your vision and crush your objectives, individually, within your business or organization.”



WHAT IS THIS PROGRAM ABOUT?

- The Peak Performance™ Coaching Program will help you and your team create a calm, predicable growth strategy through systems, processes and automation procedures.
- This is an ongoing coaching, strategic and implementation program where we help you design, plan and build your optimal team.

WHO IS THIS PROGRAM FOR?

- You are a six or seven figure entrepreneur
- You are committed to a long-term strategy
- You have a dedicated team member in place that can assist in implementing the program
- You understand that this is an expedition not a day-hike. This program will take time
- You are willing to be coached and will be an active contributor



WHO IS THIS PROGRAM NOT FOR?

You thinking a coaching program is a silver bullet

Your business is not healthy

You cannot justify the expense regardless of performance

You think this will be an unlimited resource

You don't have the time or resources to invest

You are not coachable



SMALL BUSINESS/EXECUTIVE COACHING DEFINED:

Executive coaching is an experiential, individualized, leadership development process that builds a leader's capability to achieve short and long-term organizational goals. It is conducted through one-on-one interactions, driven by data from multiple perspectives, and based on mutual trust and respect. The organization, an executive, and the coach work in partnership to achieve maximum learning and impact (Stern, 2004; Boysen-Rotelli, 2018).



WHAT SMALL BUSINESS COACHING IS NOT:



- Consulting
- Therapy
- Mentoring
- Training (Boysen-Rotelli, 2018)





GROW MODEL OF COACHING

Adapting a behavioral coaching framework for mental toughness development

- Goals. Goal setting for the session
- Reality. Checking to explore the current situation
- Options. Options and alternative strategies or course of action
- Wrap-Up. What is done is done, when, and by whom? (Boysen-Rotelli, 2018, p. 46; Anthony et al., 2018)



WHY ARE YOU HERE?

- You want to be challenged to think about new ideas and perspectives
- You strive for accountability and want to take action and create results
- You are looking for immediate competency and action-oriented feedback on your developmental goals
- You venture for a coach that understand your pressures, challenges, responsibilities and industry
- You want a coach that can immediately and quickly identify core developmental issues and understands the gap between your intentions and the impact you have on others (Boysen-Rotelli, 2018, p. 46; Raelin, 2018).



HOW
WE
WILL
GET YOU
THERE?



Equal Parts: Awareness, Goals,
Success, Well-being, Expectations



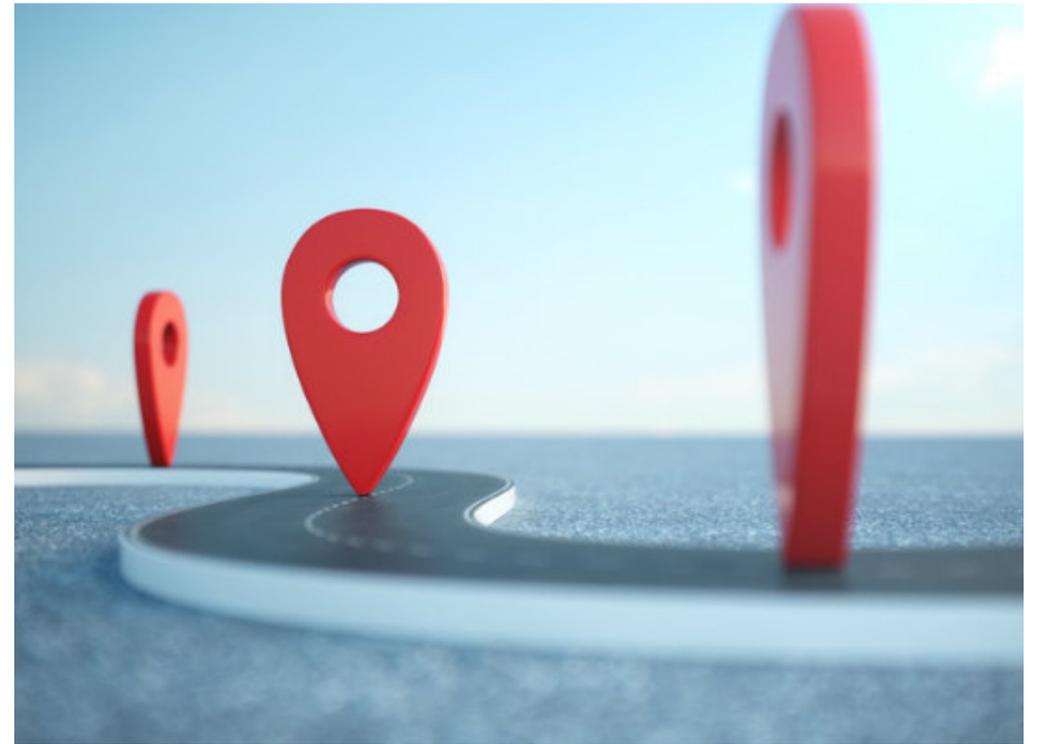
GENERATING AWARENESS

- We will invoke inquiry for greater understanding, awareness and clarity
- We will help you discover new thoughts, beliefs, perceptions, emotions, moods, and on and on
- We will coach you to take action and strengthen your ability to achieve what is important to you and your business
- We will communicate broader perspectives that inspire commitment to change
- We will identify major strengths versus major areas for learning and growth (Boysen-Rotelli, 2018, p. 61; Warner & Budd, 2018).



SETTING GOALS

WE partner with **YOU** to not only identify a topic but co-create a goal that will be the focus of our coaching engagement.



MEASURING SUCCESS



The Peak Performance™ Coaching Program will assist you in developing a roadmap for success



MEASURING RETURN ON INVESTMENT (ROI)

- Customized program that is specific and measurable
- Partner with you to identify additional variables that will impact results
- Check in often on your progress during our coaching engagement
- Evaluate your success by identifying final results in a measurable way (Boysen-Rotelli, 2018, p. 46; Raelin, 2018)

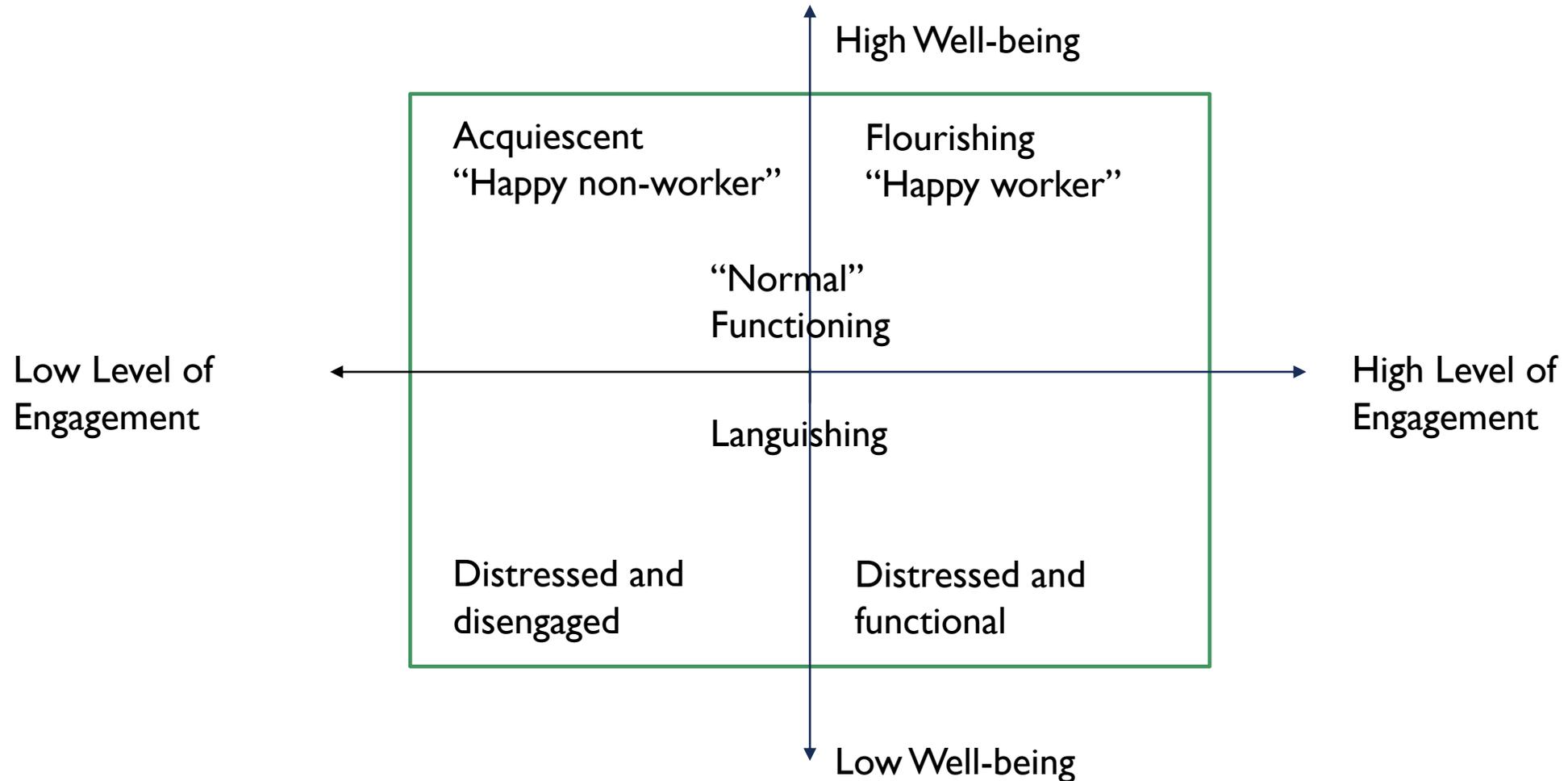


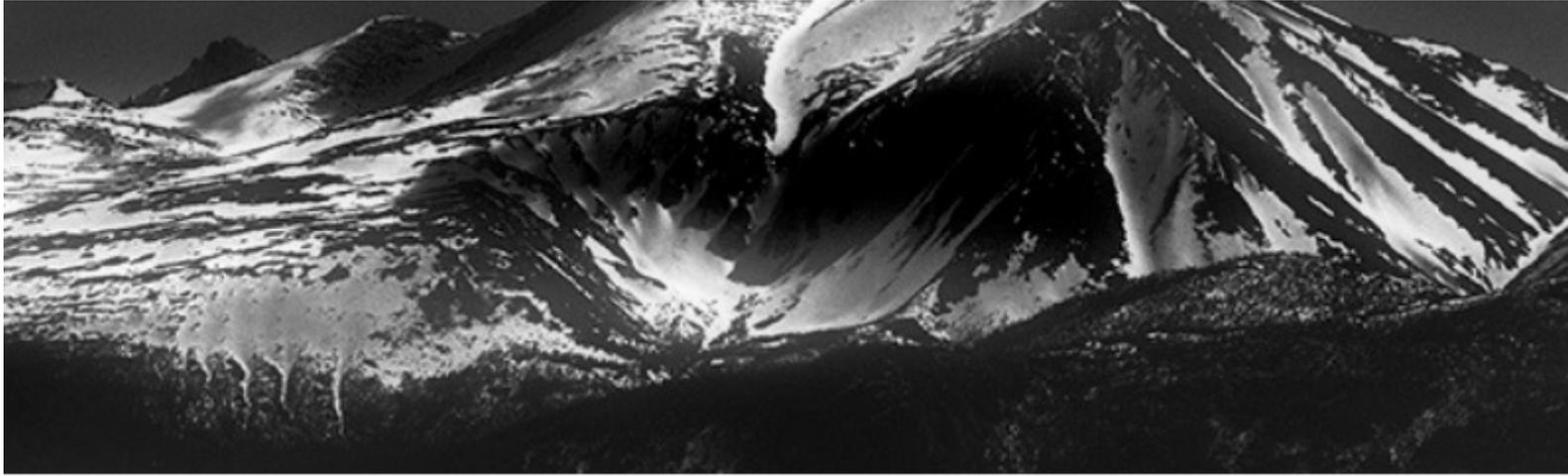


Measuring Well-being



MEASURING RETURN ON EXPECTATIONS





PEAK
EXPERIENCE
PODCAST

Want More
Inspiration?

Listen
to our
Podcast

Are We a Good Fit?

Coach Characteristics

1. Asks relevant questions and gets client to process thoughts and ideas.
2. Makes client feel safe and creates a trusting relationship.
3. Challenges client to think about new ideas.
4. Coaches whole client and pays attention to the interaction.
5. Holds the client accountable for doing the work.
6. Is non-judgmental, caring, and supportive of the client's situations and needs.
7. Helps the client to identify and set clear developmental objectives, goals and assignments.

Effectiveness

Client Characteristics

1. Being fully present for each coaching session.
2. Taking the time and making the effort to clarify upfront what he/she needs.
3. Taking risks and doing whatever it takes to make changes.
4. Practicing new skills and behaviors needed for their development.
5. Breaking down and working on his/her developmental goals in concrete, measurable steps
6. Being coachable and open to the results of feedback.
7. Stopping to reflect and recognize their efforts and celebrating success along the way.





WHAT'S YOUR PEAK?

Give Us a Call Today!



WORKS CITED

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