

The Sukraat Coaching Program for Business Executives

WHO NEEDS A COACH?

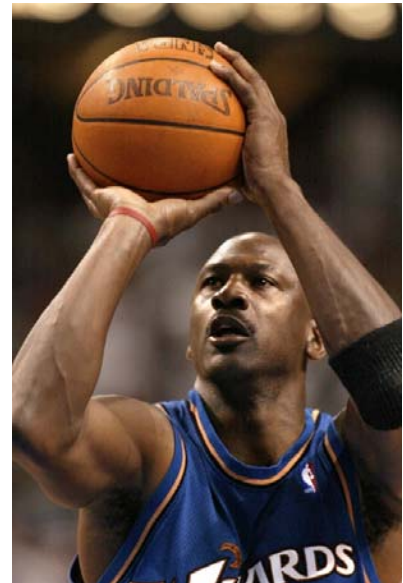
Have you ever asked yourself what does an Olympic athlete have that you don't have? Neither talent, nor training... The answer is simple: An athlete would never consider functioning without a *coach*. A coach helps him/her expose their talents and apply the convenient training methods. But the most important one is that a coach helps his/her identify their objectives clearly and create a plan, draw a path to reach those objectives. When we consider all the success stories in sports, we can find that there is always a coach behind the scene.

No doubt, Tiger Woods is one of the most successful golfers of all time. Currently the World No. 1, he was the highest-paid professional athlete in 2007, having earned an estimated \$122 million from winnings and endorsements. The golfing phenomenon attributes much of his current success to the regular work he does with his personal coach, Hank Haney. Tiger has been coached by Hank since 2004 and Tiger's success has increased remarkably due to a different golf swing and a different philosophy taught by Hank. *"You need to have more of a plan where you are going, what you are trying to do, how you are practicing, how you are going about trying to improve"* Hank said. In fact, he points out a clear plan that takes you from A to Z what should be formed with the help of a coach. He added: *"Tiger is the student of everything that he has to do with getting better."*



Tiger Woods with his coach Hank Haney

Another example that can be considered is the NBA legendary basketball player, Michael Jordan. In his first years in the NBA, Michael was a good player, but it wasn't until he came under the guiding light of a personal coach that Michael Jordan came into his own and became the greatest basketball player of all time. Did you know that Michael Jordan used six specialty coaches on the way to his six championship rings?



Such examples can follow each other regarding the top performers, not only the athletes but also actors, musicians and business executives. Mariah Carey partnered with a vocal coach to go triple platinum with 7 different albums, selling over 160 million records. Bill Gates employed an executive coach and the CEO of Johnson & Johnson has two executive coaches to take their companies to the next level. Dustin Hoffman, Brad Pitt, and Meryl Streep are just a few of the hundreds of top actors who have had coaches.

Then why do these successful people hire coaches? Even though they are good enough in their professions and businesses, they become *great* thanks to their individual coaches who bring them the insight, extra push, and accountability that takes them from good to great.

In order to achieve your big goals, your big dreams, you need a world class coach to help you. Your coach will help you achieve your dreams.

That is the answer of why do all of us need individual coaches to reach our aims with clear planning. Even if we are good enough in our professions and in our life, we need an objective point of view by an expert in order to continue our success and to pass to the next level in our success path.



Hicham El Guerrouj (Arabic: **الكروج هشام**) - Moroccan - Holds three world records including the mile at 3:43.13. He won two Olympic gold medals. He also holds several awards for his contributions to humanity. His coach, Abdelkader Kada, has said, "He needs a coach to tell him he is doing too much, not too little."

HOLISTIC SUCCESS – work & personal

The Sukraat Coaching Program for Business Executives is based on the premise that business leaders want the best and most up-to-date information & insight to help them succeed, in their business, in their family, and personally.

WHAT IS IT?

The Sukraat Coaching Program for Business Executives is an online educational program that basically provides:

- Knowledge and information --insight & perspective
- Opportunity for the business executive to apply this knowledge to business, family, and/or personal situations
- Mentoring sessions with a Sukraat Coaching Program expert
- Group learning sessions with other Sukraat Coaching Program business leaders

As a business owner or an executive, you may be looking for answers of the following questions:

- How can I find right people to improve my business?
- How should I communicate to my employees?
- How can I increase my sales?
- How can I manage the time?
- How can I increase my productivity?
- How can I grow my business?
- How can I maximize my talents?
- How can I improve my family and personal life?

We ensure to provide the possible answers to the questions above and even to more of them. While finding solutions, we are considering the following core principles as well:

- **Confidentiality:** We give much importance to our clients' privacy and ensure to keep what is said between the coach and the client just only between them.
- **Focus on Goals:** The most important phase of the training is identifying the client's goal, because nobody can draw the path to the success without determining the target. Our coaches help you create your own goals.
- **Applicable Steps:** Plans and goals are supported with concrete actions.
- **Availability:** Our individual coaching service helps you at any time you want with differing ways based on time and location.
- **Alternative Perspectives:** There are several roads to the success but you can live only one of them at a time. But alternative ways are illustrated to our clients to give them different perspectives.

- **Value-Added:** Our coaching service provides you some other values that you haven't ever minded to accompany with your business giving quality and additional benefits.
- **Integrity:** Success should not be one dimensional. Extending it to the other dimensions will provide you an exactly happy life since other dimensions are also a part of your life.

Then why don't you take a look into our training package. Here, it is offered for you:

- Sessions are held remotely by telephone or any other communication tools (i.e. Skype) as "*Virtual Coaching Sessions*".
- Various materials and resources that support training.
- An unlimited email service by which the clients can find answers or solutions from our experts to what they have asked.

HOW DO BUSINESS EXECUTIVES PARTICIPATE?

- Share their personal and business goals and challenges
- Complete homework at a convenient time. The business executive makes a commitment to read and view content on various subjects and makes a commitment to complete exercises. These exercises provide meaningful application of the subject material.
- The business executive meets with a Sukraat Coaching Program expert twice or more a month at a scheduled time. In these virtual coaching sessions Sukraat Coach is in a different geographic location the communication is made by telephone and online. Skype is used for communication whereas other communication tools are possible to be used according to the request of the business executive.

WHAT ARE SOME EXAMPLE CHALLENGES?

[Actual subjects tailored for each individual participant]

Discovering who you are
 Goal setting, tracking, reshaping, implementing
 Performance-based Training Basics
 Customer Service Officer Responsibilities
 Teaching Business Acumen to your employees
 Learning what ensures success both in business and in life
 Finding out why most people do not make money on their investments
 Learning how to make sure your investments give you a payoff
 Why you cannot motivate anyone to do anything
 Reducing time to collect payments for goods and services sold

Hiring, training and retaining the best people
Turning sales leads into paying clients and customers
Leveraging your business through partnering & collaboration
Building your brand
Institutionalizing your business to increase its performance & value
Going from products and services to tomorrow's "experience economy"
Repositioning your business in today's turbulent economies

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