

# Building a High-Performance Coaching Culture

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redefining / standards

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## Agenda

- Benefits of Coaching
- Coaching Categories
- Coaching Implementation
- Assessment
- Case Study
- Results
- Key Take Aways
- Q&A/Offer

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## Benefits of Coaching

- Builds a business game plan
- Sets business & personal goals
- Creates clear strategic game plan with accountability
- Increases the value proposition & retention
- Increases production.

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## Coaching Categories

- 1-on-1 Coaching
  - Face-to-face meetings & telephone calls
- Group Coaching
  - Group meetings & 1-on-1 calls
- Spot coaching

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## Coaching Implementation

- Step One: Enrollment of FP
- Step Two: Expectations and agreements
- Step Three: Business assessment
- Step Four: One year coaching action plan
- Step Five: Quarterly coaching action plan
- Step Six: On-going coaching sessions

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## Getting Started: Doing Business Assessment

- Do business assessment tool
- Five key areas for business development
  - Goals
  - Marketing
  - Office staff & system
  - Time management /execution
  - Inner power skills
- Co-create one year coaching action plan

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## Case Study

- March 2008 met Tom at GAMA in San Francisco
- August 2008 built coaching business plan together
- October 2008 Tom lead agency-wide FP seminar on coaching
- November 2008 Guzzardo Group starts 1-on-1 + group coaching

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## Results

- FP's in coaching yielded 50% of firm's production
- Received GAMA's First in Class award
- Achieved strong production & manpower growth

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## Key Take Aways

- Help agents build a business with repeatable systems.
- Determine the "sweet spot" for agency/coaching.
- Build FR relationship & loyalty.
- Truly partner with your FP.
- Grow FP's business to the next level.
- New & experienced FP's all need coaching & systems.

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Questions?

Our Offer  
Thank you!

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