



Business Coaching and Support

Business Coach:
Opportunity Prospectus

September 2016

Version 4



Welcome from our Group Chief Executive



Welcome to Pro-actions. We are grateful for your interest in our company and very much hope that you will join us at this exciting time in our growth story.

Pro-actions is all about a passion for helping SME owners realise their personal goals by making their businesses perform to meet them. We work with SME owners and managers to kick start growth and realise full potential by engaging with them across their business.

There is nothing more satisfying than seeing the lives of our clients transformed as a result of our mentoring intervention and assistance.

Our Business Coaches (BCs) are central to the delivery of our services and the protection of our brand. As a potential new BC you are one of a select band of individuals who may have the skills, attributes and passion that we need. We believe that we may have just the opportunity for you to put those skills, attributes and passion to good use, develop them further and deliver positive, lasting change for both our clients and you.

We believe our BC proposition is compelling – for less than a quarter of the typical cost of a franchise in this field you receive all of the benefits and will join us at the most exciting time as we grow towards becoming a full nationwide franchise in due course.

This opportunity prospectus is designed to introduce you to who we are and the role of the BC. We look forward to discussing it further with you.

About Pro-actions Group

“To be the number one provider of support to SMEs in the UK”

Pro-actions 2020 vision

We are a well-established SME mentoring company growing rapidly throughout the South and Midlands.

We are focused, vibrant, good humoured, and absolutely committed to making a real difference to our clients. We guarantee improved results for our clients and will only continue any engagement where we can add value.

We reach our potential clients through collaboration with major high street banks, local authorities and professional partners. We also run our own extensive programme of free-to-attend events and digital marketing. Together these help generate a continuous flow of quality leads to grow and develop our business.

We are looking for eight exceptional people in the south of England to help us on the next stage of our exciting journey towards becoming a wider franchise.

We are looking for ‘can do’, ‘hands on’ people with a hunger to develop their own business within our framework – and, in doing so, help us develop the framework further. In exchange, you will get the satisfaction of building your own business and helping us build a best in class coaching business for the SME sector. Joining at this important stage in our development will gain you entry at a hugely competitive ‘grandfather’ rate.

What do our customers say about us?

“ There is a big difference between advising a business and actually making a difference. Pro-actions really do make a difference!

MD, computer maintenance company

“ My business had become my life. I was so involved in trying to make it work day-in, day-out that I never had time for my family. In just a few short months, Pro-actions have turned that all around for me.

MD, window and door manufacturer

“ I have seen [Pro-actions] twice a month for two years and it is by far the best investment I make each month and since becoming a business owner.

MD, digital marketing

See for yourself:

<http://pro-actions.com/testimonials/>

We use tried and tested coaching techniques to help our clients grow profitably

We work alongside SME owners as friend and critic.

We guide, support and mentor SME owners to achieve their business and personal goals.

We help them to:

- ✓ Identify the things that are key to making their businesses achieve their potential
- ✓ Understand what they mean, why they matter and how they fit together
- ✓ Take ownership of them and use them in managing your business
- ✓ Drive the right actions in the business

As a Pro-actions Business Coach you will be the front line of this delivery

We collaborate with others who share our vision for success which gives us a unique combination of routes to market

We share our vision of SME profitability and success with others so we regularly collaborate with others to help deliver this.



Success for us looks like:

- ✓ A reputation for being content rich
- ✓ Sharing our knowledge and experience
- ✓ Helping SME owners to achieve their business and personal goals.
- ✓ Helping to create jobs and wealth locally

Our collaborative approach increases our reach, lead flow and opportunities to get in front of our potential clients

Our client coaching covers the key aspects of running an SME supported by our extensive intellectual capital and materials



How do we help our clients – and where do you fit in?



Seminars which are a free-to-attend give away of information to potential clients.



Your regional director will help you run these events regularly. They will serve to introduce you to potential clients and build your profile in your area.



Retained mentoring services to help SME owners on a 1:1 basis.



You will provide these 1:1 mentoring services to clients in line with our model and using our intellectual property to help you.



Workshops – quality coaching and learning for workgroups of SME owners.



You will assist and/or run these events



Building your own networks among key introducers and potential clients



You will build your own networks which we help through defined processes, central marketing and brand building activity for you to leverage

What is expected of me?

You will be building and running your own business within our business and supported by us.

Our Business Coaches have four main areas of accountability:

Personal Business Plans

We help you to produce your own personal business plan for the role – both in terms of financials and the marketing and client delivery that underpins them. We then support and coach you on a 1:1 basis to deliver to those plans.

Personal Learning Plans

We help you to produce your own personal learning and development plan to increase your coaching effectiveness. We will then support your learning journey using our intellectual property library and your regional director.

Supporting your region and fellow Business Coaches

Your regional director is there to support you. In return he or she will need your support with sales events – many of which will be directly for your own benefit, although some will be for the benefit of other Business Coaches or the broader Group.

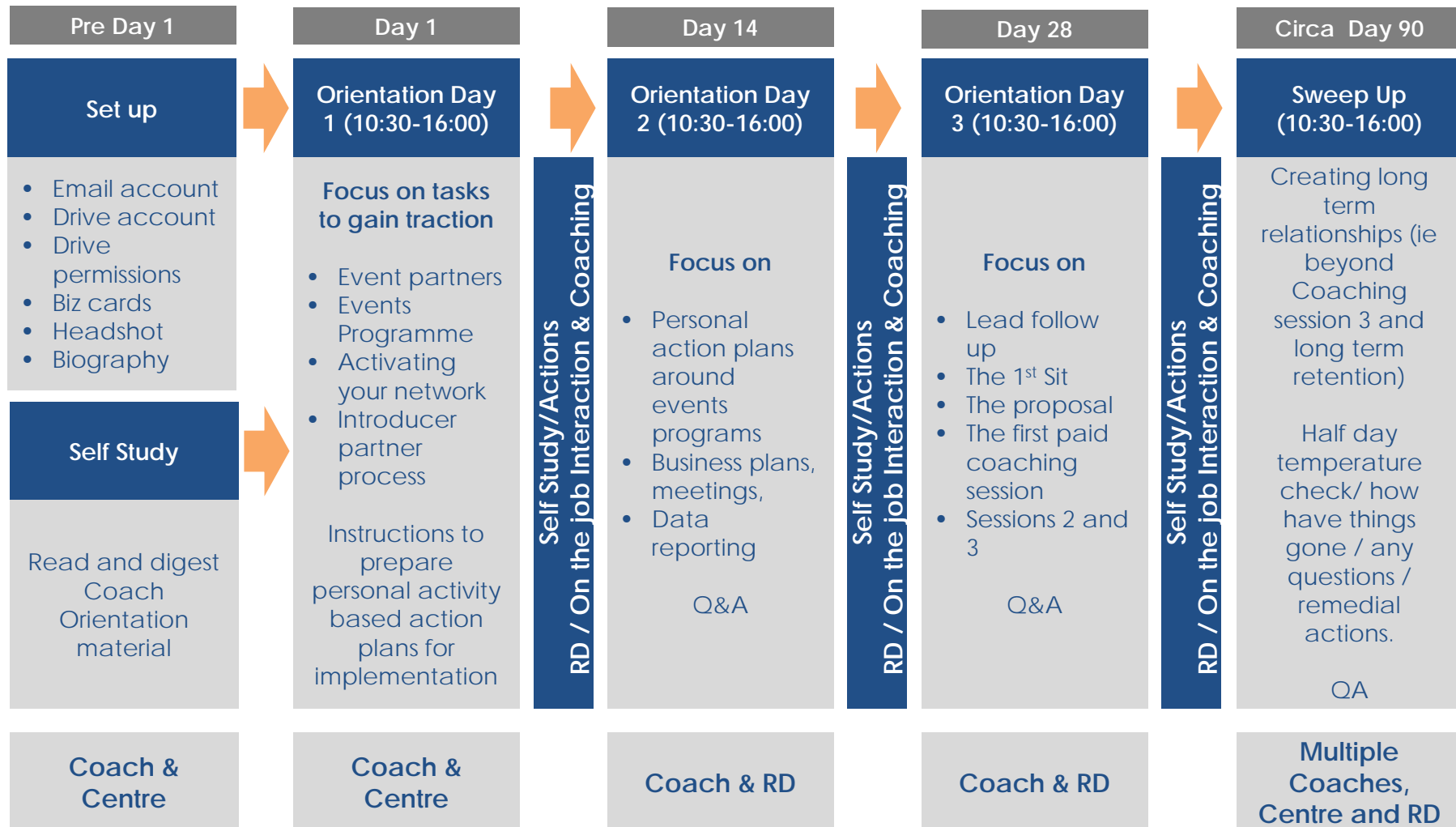
Adhering to our standards

Our brand is very precious to us and therefore we manage the standard of our delivery closely and carefully. We enable this with various policies and procedures which we all adhere to.

Pro-actions offers fantastic support across the whole client lifecycle

Getting you up to speed	New business generation	Client acquisition and delivery	Administration
✓ Induction training	✓ Established brand and market presence	✓ Defined sales process	✓ Centralised administration of contracts and billing
✓ Personalised learning plan and follow up	✓ Collateral and materials	✓ Collateral and supporting materials	✓ Centralised CRM templates
✓ Personalised business planning support	✓ Defined business model to follow	✓ Access to anyone in Pro-actions for queries or assistance	✓ Group Professional Indemnity insurance cover
✓ Access to our intellectual property library	✓ Local events for prospective clients	✓ High street bank and other key introducer relationships	
✓ 1:1 support from your regional director	✓ Local events for key introducers	✓ Access to government supported schemes	
✓ Weekly touch points with your fellow local coaches	✓ Centralised marketing and brand building		
	✓ Digital campaigns		

Getting you up to speed: indicative induction approach and timescales



What does a Pro-actions Business Coach look like?

Our Business Coaches are a diverse group of professionals. They include many sectors, professional disciplines, and historic career paths.

Generally they have achieved a degree of seniority and gravitas – usually accompanied by a few grey hairs!

They also tend to have some financial resource behind them in order to ease the transition as their new income stream builds up.

We have strong representation from backgrounds such as:

- ✓ Business and retail banking
- ✓ Coaching and mentoring
- ✓ Senior management of industry and/or services in varying capacities (MDs, FDs, Sales and Marketing etc)
- ✓ Successful entrepreneurs/business owners

The role has a substantial element of business development to it (which you will be supported in) so a 'hunter' mentality is definitely necessary in seeking and capitalising on opportunities.

Finally, our Business Coaches have an appreciation of and empathy for the challenges faced by SME businesses in the start up to £30mil turnover range.

Will this suit me?

Pro-active self starters with a 'can do' attitude

Despite their diverse backgrounds, our Business Coaches all tend to share certain characteristics.

They are dynamic people with a proactive can-do mentality. They are also good listeners and hungry to prove themselves by making a success of their business.

Passion is one of the key things we look for – and a desire to develop and help others whilst developing themselves.

Whilst not exclusively the case, we often find that one or more of the following situations resonate:

- ✓ Experience of coaching and developing people and enjoying 'rolling your sleeves up'
- ✓ Broad business experience and business acumen and a desire to use and capitalise on them in a manner that is usually not possible in a larger corporate environment
- ✓ Being fed up with large corporate life and its politics and wanting to put hard-earned skills to more rewarding use
- ✓ Wanting to run your own business or be your own boss, but with the support of a network of like minded people who are more than willing to help
- ✓ Having previously run their own successful SME, learned the lessons, and retired or sold and now want to stay sharp and 'in the game'.
- ✓ Wanting to build a business with the backing of a support network and established brand

What will I need to know to be effective?

We tend to interact with the following areas of SMEs (often represented by the same individual in an SME):



We will help you establish the working knowledge you need in the following areas

- ✓ Marketing, lead generation and sales process
- ✓ Defining and interpreting management information and KPIs
- ✓ Business planning and budgeting
- ✓ Cash and profitability management
- ✓ Team building and structuring
- ✓ Time management and personal effectiveness
- ✓ Systems thinking – seeing the business as a whole.
- ✓ Working in and with diverse teams

Where you have gaps we will help you diagnose them and then support your personal learning plan to address them.

We align financial interests such that we are only successful when you are successful. There are just two elements:

1 A single up-front 'commitment fee' of £4,995 plus VAT

We take supporting and developing you seriously and this, non-refundable, commitment fee is a demonstration of commitment from your side.

We use it to contribute towards the costs of your support (for example: your induction, regional director 1:1 support in producing your business plans and personalised learning plans, supporting your events and assisting in building your introducer network, IT system set up, PI insurance and general supporting collateral).

2 An ongoing proportion of your billing goes towards supporting your success

Proportion of gross billing paid to you	Proportion that enables your regional support	Proportion that enables central marketing	Proportion that enables central admin and PI cover
60%	20%	10%	10%

Financial expectations

Within your first
eighteen
months

Allowing for the build up of your network and client base and subject to appropriate levels of activity, we would view a gross billing in excess of £30,000 as being well within reach in your first eighteen months. This would equate to over £20,000 accruing to you.

We would anticipate your earnings to exceed your commitment fee within 8-10 months of starting.

Once fully
established

We expect to see monthly gross billing between £4,500 and £9,000 per month. Depending on commitment and activity, greater than £9,000 per month is perfectly possible.

Our expectations are based on our view of what 'normal' and 'good' looks like. The above is however indicative and hugely dependent on your level of commitment and focus. It is perfectly possible to exceed the figures above. There is, however, a risk of undershooting them and therefore they should therefore be taken as indicative target ranges. They are not guaranteed earnings and the success of your business will be directly proportional to the effort that you put in.

Next steps...

If you believe that you fit the profile of a successful Pro-actions Business Coach, then please call us for a no obligation conversation to understand more about you and how the opportunity might work for both sides.

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