



## **I understand you're a "Business Physician". What does that mean to me?**

Life is not easy to be a leader. In fact, business life is downright hard. Every day, people in leadership roles are required to make tough decisions and surmount numerous challenges. That's precisely why seasoned guidance and knowledge sharing along the way is absolutely invaluable. Tony Hebert, the lead consultant behind ShareKnowledge, doesn't simply preach business leadership – he's lived it. Tony has held many executive leadership roles with several major companies and began over four new successful businesses from scratch. Today, he leverages his knowledge to help funding agencies, individual executives and management teams thrive.

Business coaching has become very popular lately. Based on our market research in south-eastern NB, we found many coaches that offer a variety of specialized services in HR, advertising, media, accounting, marketing etc. but none were offering a comprehensive understanding of business and offering their aggregate expertise to increase the possibility for business success. Based on bios of their experience posted on their web site, we found many of these coaches or advisors had never owned a business for themselves until they became an advisor.

When you work with us, you're working with the real deal; someone who not only is an expert and had proven success in the areas of client attraction marketing and business management and planning, but also a trained, very experienced and successful business person. You'll find the combination of the two very, VERY powerful in assuring your goals are met. Simply ask yourself "Is it time for me to schedule a business check-up?" Consider the past six months...

- Have my business plans met my need to succeed?
- When was the last time I reviewed my marketing and sales plans and updated my competitive research?
- Are my sales messages clear, understandable, effective, and focused?
- Is my web presence driving sales or just providing information?
- Are my IT plans complete to support their operational and security requirements?

If you are uneasy with your answers to these questions it may be time for some action... a Business Physician check-up, a year-end "physical", a "second opinion" or some more immediate "emergency room" treatment.

## **There are many business consultants available. What makes your expertise different?**

Consultants vary in expertise and training. Some come from a consultant training school, others purchase a consultant franchise while some have the practical, hands-on expertise and success in all of financial, operational, sales and marketing experience. A very high percentage of most business consultants have never invested or operated an entrepreneurial venture before starting a consulting business of their own.

ShareKnowledge is not one of those academics that see many business problems analyzed in a test tube or a solution from a book. ShareKnowledge has experienced and overcome many business problems in the past and have the scars to prove it. Simply solid, practical experience. ShareKnowledge knows it's hard to find practical expertise to mentor a small to medium size business because when we looked for assistance in our start-ups over the past 20 years, the most successful entrepreneurs who could have helped us did not have the time or inclination to leave their successful business and assist us. They were very busy operating and growing their own business.

ShareKnowledge is pursuing this expertise availability problem as a business opportunity to expand our current services and products to our customers and new markets. Our mission is to share our extensive, successful, and practical business expertise. That transfer of knowledge will assist the new or existing entrepreneur who may be struggling with some missing pieces in his or her plan for success.

### **What kind of businesses do you coach?**

In general, we coach small to medium size businesses. What does this mean? Basically, they are businesses that are privately owned, the owner is present and involved in the management of the business, they have under \$10 million in sales and less than 50 employees. Of the 2.6 million businesses in Canada, businesses of this size account for about 93% of the total businesses. Collectively, they account for 46% of national employment, and 38% of revenue. In addition, a high percentage, perhaps as much as 60% of these businesses have historically failed over a period of 1-4 years.

### **Do you have different types of coaching services?**

Our Business Physician services consist of two components, Entrepreneur-Assist and Funding Agent-Assist :

- Entrepreneur-Assist provides executive level coaching and mentoring to entrepreneurs that can drive their small to medium size businesses to the next level. Access to such experienced, solid and practical advice will enable them to gain and maintain their edge in competitive markets in good times and bad.
- Funding Agent-Assist works with funding organizations such as banks or government s in assessing applications for funding as well as on-going business plans from existing recipients of funds to ensure their viability and continued success. As such, applications and business plans from SMEs come in many different industries with many different requirements. It is essential that the questions asked and the issues are addressed in the proper business context.

### **How does the individual business coaching process work?**

As with any successful relationship, the process begins with getting acquainted. The big difference is that in our business coaching relationship, everything revolves around you. In order to assure your experience will be as meaningful and powerful as possible; we'll start by assessing your needs. A sort of report card of where you are now. After the report card has been completed, our first 'official' business coaching session begins and we'll meet for about 45-60 minutes. We'll ask you a series of questions, all designed to empower you to build your business in the best way possible for you. We'll set some goals, look at objectives you want to achieve, discover where you're stuck, discuss areas you want to work on first, determine your strengths — and weak spots — and decide together the best way to move you forward. Coaching does not translate to us telling you what to do. We will support you and guide you every step of the way. But, together we will decide the best way to proceed. Next, we'll set up a schedule for your business coaching sessions, and then we'll roll up our sleeves and get to work.

### **What is your coaching style?**

You'll find us to be a very results-oriented business coach. That's because as your partner and advocate, we want you to have everything you want and deserve. We believe you are capable of creating extraordinary things. That's why you took that leap to become an entrepreneur. And we will be with you every step of the way, providing you with the tools, the support, and the structure to help you accomplish your goals.

### **What results can I expect?**

As you know, attracting more clients and growing a thriving business is not an overnight process. We will uncover new marketing and sales strategies as we go along and sow the seeds it takes to grow a fuller client roster.

Together we will develop plans to keep you focused and motivated. You will be able to find more successful solutions to the challenges that arise. You will make better decisions and be able to achieve your personal and professional goals with more ease than would have been possible before. And, by the time we're done you will be light-years ahead of

your competition. While the results of our business coaching will ultimately depend upon your level of participation, we will be providing you with structure, feedback and ongoing support. If you are dedicated to the process and complete your assignments, the results can be extraordinary.

### **How long does coaching take?**

Statistics indicate that people generally stay in coaching from 3 to 18 months. Some reach their goals in a shorter time; others stay longer. When you work with us, you're going to be learning a lot and we're going to go at your pace. We will not rush you. We'll discuss all this during our initial session and decide what your best options are.

### **What type of clients do you work with?**

We primarily work with small business owners, entrepreneurs, and service professionals who are determined to achieve business success. Though sharp, committed, focused, hardworking, and enthusiastic, they're people who are struggling to get clients and need help in building a successful business. If that sounds like you, you're far from alone. We work with people who are great at what they do but having a hard time filling their client roster. Our clients come from a variety of professions. Their common bond, though, is this: they are all committed to their own success and are willing to put in the time and effort to achieve it.

### **What are your fees?**

Our coaching fee varies based upon individual needs and the coaching program selected. I know that sounds like sort of a non-answer, but it's true. If you're looking for a ballpark figure, fees for individual coaching start at \$950.00 for a business check-up. Most corporate coaching fees depend on the size and scope of the project.

Most clients discover that the coaching they receive pays for itself and that having a coach actually makes the client more money while opening up time and energy for other pursuits. To get the ball rolling, a client may expect to invest in a range of about \$500 to \$750 per month for three or four half-hour or up to three one hour coaching sessions each month. Executive and corporate coaching programs are more often running \$1,000 to \$3,000 per month.

### **What do your coaching fees cover?**

With us as your business coach, you are not essentially paying us by the session or by the hour. You are paying us for the program. That means we are yours for the program, not just during our coaching sessions. You can get e-mail support from us between our scheduled appointments and you can also call us for quick 5-10 minute phone session between our regular coaching calls if you feel the need. We call this our emergency room treatment. We simply deduct this from your bank of hours in the program.

We also send clients information we come across that we think will be helpful to them. We send them to web sites that they will find helpful, and we link them to people who can help them in different areas if that need arises. We have tons of contacts and resources to help our clients grow their businesses and we share them all the time.

### **How do we get started?**

We'll schedule a complimentary half-hour appointment that acts as a two-way coaching interview. You'll get all your questions answered and I'll have some questions for you, too. Together we'll decide if we're a good fit.

Please contact us at 506-859-2489 if you'd like to schedule an appointment to discuss your business coaching needs and options. Give us three dates and times that work for you. We'll see what we can match and get back to you with a set appointment time.