








Self-Less Coaching Business Model

Designed For:

Designed by:

Date:

Version:

<p>Key Partners </p> <p>Professional:</p> <ul style="list-style-type: none"> - Other coaches - Industry experts - Training organizations - Professional associations - Technology providers <p>Business:</p> <ul style="list-style-type: none"> - HR departments - Leadership development firms - Corporate training teams - Business schools - Wellness organizations 	<p>Key Activities </p> <p>Core:</p> <ul style="list-style-type: none"> - 1:1 coaching sessions - Group facilitation - Content creation - Relationship building - Continuous learning <p>Support:</p> <ul style="list-style-type: none"> - Business development - Client communication - Program design - Results tracking - Community building 	<p>Value Propositions </p> <p>Primary Benefits:</p> <ul style="list-style-type: none"> - Sustainable transformation vs quick fixes - Natural wisdom vs added techniques - Effortless leadership vs forced performance - Authentic presence vs learned behaviors - Less stress, better results - Faster decision-making - Deeper team trust <p>Unique Differentiators:</p> <ul style="list-style-type: none"> - No dependency on coach - Sustainable long-term results - System-wide positive impact - Natural flow vs forced change - Less intervention, better outcomes 	<p>Customer Relationship </p> <p>Nature:</p> <ul style="list-style-type: none"> - Deep, transformative partnerships - Long-term relationships - Trust-based connections - Professional yet personal - Community-oriented <p>Touchpoints:</p> <ul style="list-style-type: none"> - 1:1 coaching sessions - Group programs - Leadership retreats - Online communities 	<p>Customer Segments </p> <p>Primary:</p> <ul style="list-style-type: none"> - Senior executives and leaders - High-performing professionals - Progressive organizations - Change-makers and innovators - Conscious business leaders <p>Specific Niches:</p> <ul style="list-style-type: none"> - Tech industry leaders - Healthcare executives - Educational leaders - Social impact entrepreneurs - Professional service firm partners
<p>Cost Structure </p> <p>Fixed Costs:</p> <ul style="list-style-type: none"> - Professional development - Technology platforms - Insurance/certification - Marketing infrastructure - Office/virtual space <p>Variable Costs:</p> <ul style="list-style-type: none"> - Marketing activities - Travel expenses - Program materials - Contractor support - Professional services 		<p>Revenue Stream </p> <p>Primary:</p> <ul style="list-style-type: none"> - Individual coaching packages - Corporate coaching programs - Group coaching programs - Leadership retreats - Training programs <p>Secondary:</p> <ul style="list-style-type: none"> - Online courses - Books/publications - Speaking engagements - Workshop facilitation - Licensed methodologies 		

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Impact Metrics

Client Level:

- Decision-making speed
- Leadership effectiveness
- Team performance
- Stress reduction
- Innovation increase

Business Level:

- Revenue growth
- Client retention
- Referral rates
- Program completion
- Long-term impact

Implementation Guidelines

1. Start Small:

- Begin with core offerings
- Focus on key relationships
- Build gradually
- Test and refine
- Scale thoughtfully

2. Technology Integration:

- Simple, effective tools
- Seamless client experience
- Automated where appropriate
- Human-centered design
- Privacy-focused

3. Quality Standards:

- Regular client feedback
- Outcome tracking
- Continuous improvement
- Professional development
- Ethical guidelines

4. Scaling Considerations:

- Maintain quality
- Preserve personal touch
- Systematic growth
- Sustainable pace
- Impact focus

5. Financial Management:

- Clear pricing structure
- Sustainable margins
- Regular review
- Investment planning
- Cash flow management

Success Factors

1. Client-Centric:

- Focus on transformation
- Long-term relationships
- Clear communication
- Regular feedback
- Measured outcomes

2. Business Health:

- Sustainable growth
- Profitable operation
- Efficient systems
- Quality preservation
- Strategic development

3. Personal Sustainability:

- Work-life integration
- Energy management
- Continuous learning
- Community support
- Professional growth

Remember to

- Review regularly
- Adjust as needed
- Stay aligned with principles
- Maintain simplicity
- Focus on impact

Notes

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Key Activities



Value Propositions



Customer Relationship



Customer Segments



Key Resources



Channel



Cost Structure



Revenue Stream

