Self-Less Coaching Business Model

Designed For:

Designed by:

Date:

Version:

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Key Partners



Professional:

- Other coaches
- Industry experts
- Training organizations
- Professional associations
- Technology providers

Business:

- HR departments
- Leadership development firms
- Corporate training teams
- Business schools
- Wellness organizations

Key Activities



- 1:1 coaching sessions
- Group facilitation
- Content creation
- Relationship building
- Continuous learning Support:
- Business development
- Client communication
- Program design
- Results tracking
- Community building

Key Resources



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Internal:

- Presence and clarity
- Deep listening skills
- Business acumen
- Industry knowledge
- Technical platform External:
- Coaching platform
- Scheduling software
- Communication tools
- Payment systems
- Learning management system

Value Propositions



Primary Benefits:

- 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

Unique Differentiators:

- No dependency on coach
- Sustainable long-term results
- System-wide positive impact
- Natural flow vs forced change
- Less intervention, better outcomes

Customer Relationship



- Deep, transformative partnerships
- Long-term relationships
- Trust-based connections
- Professional yet personal
- Community-oriented

Touchpoints:

Nature:

- 1:1 coaching sessions
- Group programs
- Leadership retreats
- Online communities

Channel

Direct:

- Personal website
- LinkedIn presence
- Professional speaking
- Published articles/books
- Podcasts appearances

Indirect:

- Strategic partnerships
- Professional networks
- Organization partnerships
- Industry associations

Primary:

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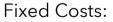
Customer Segments

- High-performing professionals
- Progressive organizations
- Change-makers and innovators
- Conscious business leaders

Specific Niches:

- Tech industry leaders
- Healthcare executives
- Educational leaders
- Social impact entrepreneurs
- Professional service firm partners

Cost Structure



- Professional development
- Technology platforms
- Insurance/certification

- Marketing infrastructure

- Office/virtual space

Variable Costs:

- Marketing activities
- Travel expenses
- Program materials
- Contractor support
- Professional services



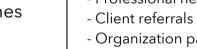
Revenue Stream

Primary:

- Individual coaching packages
- Corporate coaching programs
- Group coaching programs
- Leadership retreats - Training programs

Secondary:

- 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 Resources	+			Channel				
Cost Structure					Revenue Strean	n				