

FOCAL POINT BUSINESS COACHING

FOCAL POINT BUSINESS COACHING: SHARPENING YOUR BUSINESS VISION FOR SUCCESS

INTRODUCTION:

UNLOCKING YOUR BUSINESS POTENTIAL WITH FOCAL POINT BUSINESS COACHING

ARE YOU FEELING OVERWHELMED, STUCK IN A RUT, OR UNSURE ABOUT THE NEXT STEPS FOR YOUR BUSINESS? FOCAL POINT BUSINESS COACHING OFFERS A TARGETED APPROACH TO HELP ENTREPRENEURS AND BUSINESS LEADERS IDENTIFY THEIR KEY PRIORITIES, OVERCOME OBSTACLES, AND ACHIEVE SUSTAINABLE GROWTH. THIS COMPREHENSIVE GUIDE EXPLORES THE BENEFITS, STRATEGIES, AND PRACTICAL APPLICATIONS OF FOCAL POINT BUSINESS COACHING, EMPOWERING YOU TO TRANSFORM YOUR BUSINESS VISION INTO A TANGIBLE REALITY.

ARTICLE OUTLINE:

- I. UNDERSTANDING FOCAL POINT BUSINESS COACHING: DEFINING THE CORE PRINCIPLES
- II. IDENTIFYING YOUR BUSINESS'S FOCAL POINT: A STRATEGIC ASSESSMENT
- III. KEY BENEFITS OF IMPLEMENTING A FOCAL POINT STRATEGY
- IV. OVERCOMING COMMON OBSTACLES WITH TARGETED COACHING
- V. MEASURING SUCCESS AND ADAPTING YOUR FOCAL POINT
- VI. FINDING THE RIGHT FOCAL POINT BUSINESS COACH: ESSENTIAL CONSIDERATIONS

- I. UNDERSTANDING FOCAL POINT BUSINESS COACHING: DEFINING THE CORE PRINCIPLES

FOCAL POINT BUSINESS COACHING: A TARGETED APPROACH TO BUSINESS GROWTH

FOCAL POINT BUSINESS COACHING IS A HIGHLY EFFECTIVE METHODOLOGY THAT EMPHASIZES LASER-LIKE FOCUS ON THE MOST CRITICAL ASPECTS OF YOUR BUSINESS. IT MOVES BEYOND GENERAL ADVICE AND DELVES INTO THE SPECIFIC CHALLENGES AND OPPORTUNITIES UNIQUE TO YOUR ORGANIZATION.

PRIORITIZING KEY OBJECTIVES FOR MAXIMUM IMPACT

THE CORE PRINCIPLE IS PRIORITIZATION. INSTEAD OF TRYING TO TACKLE EVERYTHING AT ONCE, A FOCAL POINT STRATEGY IDENTIFIES THE ONE OR TWO MOST IMPACTFUL AREAS REQUIRING IMMEDIATE ATTENTION, MAXIMIZING YOUR RESOURCES AND EFFORTS.

STRATEGIC ALIGNMENT FOR BUSINESS SUCCESS

IT ENSURES THAT ALL YOUR BUSINESS ACTIVITIES, FROM MARKETING TO OPERATIONS, ALIGN WITH THESE PRIORITIZED OBJECTIVES, ENSURING SYNERGY AND EFFICIENCY. THIS ALIGNMENT IS CRUCIAL FOR ACHIEVING MEASURABLE RESULTS AND AVOIDING WASTED RESOURCES.

- II. IDENTIFYING YOUR BUSINESS'S FOCAL POINT: A STRATEGIC ASSESSMENT

CONDUCTING A THOROUGH BUSINESS ASSESSMENT

IDENTIFYING YOUR BUSINESS'S FOCAL POINT REQUIRES A THOROUGH ASSESSMENT OF YOUR CURRENT SITUATION. THIS INCLUDES ANALYZING YOUR STRENGTHS AND WEAKNESSES, EVALUATING MARKET TRENDS, AND REVIEWING YOUR FINANCIAL PERFORMANCE.

DEFINING YOUR BUSINESS GOALS AND OBJECTIVES

CLEARLY DEFINING YOUR SHORT-TERM AND LONG-TERM GOALS IS CRUCIAL. THESE GOALS PROVIDE THE FRAMEWORK FOR SELECTING THE MOST IMPACTFUL FOCAL POINT. WHAT NEEDS IMMEDIATE ATTENTION TO PROPEL YOUR BUSINESS FORWARD?

PRIORITIZING BASED ON IMPACT AND FEASIBILITY

AFTER IDENTIFYING POTENTIAL FOCAL POINTS, YOU NEED TO PRIORITIZE BASED ON THEIR POTENTIAL IMPACT AND FEASIBILITY. SOME AREAS MIGHT OFFER SIGNIFICANT RETURNS BUT REQUIRE EXTENSIVE RESOURCES, WHILE OTHERS MIGHT YIELD SMALLER BUT QUICKER GAINS.

III. KEY BENEFITS OF IMPLEMENTING A FOCAL POINT STRATEGY

INCREASED EFFICIENCY AND PRODUCTIVITY

BY FOCUSING ON A LIMITED NUMBER OF HIGH-IMPACT AREAS, YOU FREE UP TIME AND RESOURCES, LEADING TO SIGNIFICANTLY INCREASED EFFICIENCY AND PRODUCTIVITY. THIS STRATEGIC STREAMLINING MINIMIZES WASTED EFFORT.

IMPROVED FOCUS AND REDUCED STRESS

A CLEAR FOCAL POINT MINIMIZES DISTRACTIONS AND DECISION FATIGUE, REDUCING STRESS AND ALLOWING YOU TO CONCENTRATE YOUR ENERGY ON WHAT TRULY MATTERS FOR YOUR BUSINESS GROWTH.

FASTER ACHIEVEMENT OF BUSINESS GOALS

WITH CONCENTRATED EFFORT, YOU'LL SEE QUICKER PROGRESS TOWARD YOUR GOALS. THE TARGETED APPROACH ACCELERATES THE ACHIEVEMENT OF KEY MILESTONES, LEADING TO FASTER BUSINESS GROWTH.

ENHANCED RESOURCE ALLOCATION

YOUR RESOURCES – TIME, MONEY, AND PERSONNEL – ARE STRATEGICALLY DEPLOYED, MAXIMIZING THEIR RETURN ON INVESTMENT. THIS OPTIMIZED ALLOCATION PREVENTS RESOURCE DEPLETION ON LESS IMPORTANT ASPECTS.

IV. OVERCOMING COMMON OBSTACLES WITH TARGETED COACHING

IDENTIFYING AND ADDRESSING LIMITING BELIEFS

A SKILLED COACH HELPS YOU IDENTIFY AND ADDRESS LIMITING BELIEFS THAT MIGHT HINDER YOUR PROGRESS. THESE BELIEFS CAN BE MAJOR OBSTACLES PREVENTING YOU FROM ACHIEVING YOUR POTENTIAL.

DEVELOPING EFFECTIVE STRATEGIES TO OVERCOME CHALLENGES

COACHING PROVIDES THE TOOLS AND STRATEGIES TO TACKLE COMMON BUSINESS CHALLENGES LIKE MARKETING ISSUES, OPERATIONAL INEFFICIENCIES, OR TEAM MANAGEMENT PROBLEMS. THESE STRATEGIES ARE TAILORED TO YOUR SPECIFIC NEEDS.

BUILDING RESILIENCE AND ADAPTABILITY

THROUGH COACHING, YOU DEVELOP THE RESILIENCE TO BOUNCE BACK FROM SETBACKS AND ADAPT YOUR FOCAL POINT STRATEGY AS NEEDED. BUSINESS CONDITIONS ARE CONSTANTLY CHANGING AND ADAPTABILITY IS VITAL FOR LONG-TERM SUCCESS.

V. MEASURING SUCCESS AND ADAPTING YOUR FOCAL POINT

ESTABLISHING KEY PERFORMANCE INDICATORS (KPIs)

ESTABLISHING CLEAR AND MEASURABLE KPIs IS CRUCIAL FOR TRACKING PROGRESS TOWARD YOUR FOCAL POINT. THIS PROVIDES OBJECTIVE DATA ON THE EFFECTIVENESS OF YOUR STRATEGY.

REGULAR MONITORING AND EVALUATION

REGULAR MONITORING AND EVALUATION ARE ESSENTIAL TO ENSURE YOUR FOCAL POINT STRATEGY REMAINS ALIGNED WITH YOUR GOALS AND ADAPTS TO CHANGING CIRCUMSTANCES. REGULAR ASSESSMENTS ENABLE NECESSARY ADJUSTMENTS.

ITERATIVE IMPROVEMENT AND REFINEMENT

THE PROCESS OF SETTING A FOCAL POINT, MONITORING PROGRESS, AND MAKING ADJUSTMENTS IS ITERATIVE. CONTINUOUS REFINEMENT IS KEY TO OPTIMIZING YOUR BUSINESS STRATEGY FOR ONGOING GROWTH.

VI. FINDING THE RIGHT FOCAL POINT BUSINESS COACH: ESSENTIAL CONSIDERATIONS

EXPERIENCE AND EXPERTISE IN YOUR INDUSTRY

LOOK FOR A COACH WITH PROVEN EXPERIENCE AND EXPERTISE IN YOUR SPECIFIC INDUSTRY. INDUSTRY-SPECIFIC KNOWLEDGE IS INVALUABLE FOR RELEVANT ADVICE AND EFFECTIVE GUIDANCE.

COACHING STYLE AND COMPATIBILITY

FIND A COACH WHOSE COACHING STYLE ALIGNS WITH YOUR PERSONALITY AND WORKING STYLE. A GOOD COACH-CLIENT RELATIONSHIP IS BUILT ON MUTUAL UNDERSTANDING AND TRUST.

CLIENT TESTIMONIALS AND REVIEWS

REVIEW CLIENT TESTIMONIALS AND REVIEWS TO ASSESS THE COACH'S EFFECTIVENESS AND TRACK RECORD OF SUCCESS. THIS INSIGHT OFFERS VALUABLE PERSPECTIVES FROM PAST CLIENTS.

CONCLUSION:

FOCAL POINT BUSINESS COACHING OFFERS A POWERFUL PATHWAY TO ACHIEVE REMARKABLE BUSINESS GROWTH. BY PRIORITIZING YOUR EFFORTS, OVERCOMING OBSTACLES, AND CONSTANTLY REFINING YOUR STRATEGY, YOU CAN UNLOCK YOUR BUSINESS'S TRUE POTENTIAL AND ACHIEVE SUSTAINABLE SUCCESS. REMEMBER, THE JOURNEY REQUIRES FOCUSED ACTION, STRATEGIC THINKING, AND A COMMITMENT TO CONTINUOUS IMPROVEMENT.

FREQUENTLY ASKED QUESTIONS (FAQs):

Q: HOW LONG DOES IT TAKE TO SEE RESULTS FROM FOCAL POINT BUSINESS COACHING?

A: THE TIMELINE VARIES DEPENDING ON THE COMPLEXITY OF YOUR BUSINESS CHALLENGES AND THE GOALS YOU SET. HOWEVER, MANY CLIENTS EXPERIENCE SIGNIFICANT IMPROVEMENTS WITHIN THE FIRST FEW MONTHS.

Q: IS FOCAL POINT BUSINESS COACHING RIGHT FOR ALL BUSINESSES?

A: WHILE BENEFICIAL FOR MOST BUSINESSES, IT'S PARTICULARLY EFFECTIVE FOR THOSE FEELING OVERWHELMED, EXPERIENCING STAGNATION, OR NEEDING TO PRIORITIZE AMIDST RAPID GROWTH.

Q: HOW MUCH DOES FOCAL POINT BUSINESS COACHING COST?

A: THE COST VARIES GREATLY DEPENDING ON THE COACH'S EXPERIENCE, PACKAGE OPTIONS, AND THE LENGTH OF THE COACHING ENGAGEMENT.

Q: WHAT IF MY FOCAL POINT CHANGES OVER TIME?

A: IT'S PERFECTLY NORMAL FOR YOUR FOCAL POINT TO EVOLVE AS YOUR BUSINESS GROWS AND CHANGES. A GOOD COACH WILL HELP YOU ADAPT YOUR STRATEGY ACCORDINGLY.

RELATED KEYWORDS:

BUSINESS COACHING, BUSINESS STRATEGY, STRATEGIC PLANNING, GOAL SETTING, PRIORITIZATION, PRODUCTIVITY, EFFICIENCY, BUSINESS GROWTH, LEADERSHIP COACHING, EXECUTIVE COACHING, SMALL BUSINESS COACHING, ENTREPRENEUR COACHING, OVERCOMING BUSINESS CHALLENGES, ACHIEVING BUSINESS GOALS, IMPROVING BUSINESS PERFORMANCE, FINDING YOUR NICHE, MARKET ANALYSIS, BUSINESS ASSESSMENT, KEY PERFORMANCE INDICATORS (KPIs), RETURN ON INVESTMENT (ROI), SUSTAINABLE BUSINESS GROWTH, BUSINESS TRANSFORMATION.

📖 **focal point business coaching: Focal Point** Brian Tracy, 2001-10-26 The true secret of high achievers is that they know how to find their focal point - the one thing they should do, at any given moment, to get the best possible results in each area of their lives. Bestselling author and motivational speaker Brian Tracy brings together the very best ideas on personal management into a simple, easy-to-use plan. Focal Point helps readers analyze their lives in seven key areas and shows them how to develop focused goals and plans in each. This best-selling guide provides timeless truths that have been discovered by the most effective people throughout the ages, answering questions like: In Focal Point, Tracy provides timeless truths that answers questions such as: How can I get control of my time and my life? How can I achieve maximum career success and still balance my personal life? How can I accelerate the achievement of all my goals? Focal Point shows you how to develop absolute clarity about what they want, and how they can achieve supreme satisfaction, both personally and professionally.

focal point business coaching: Scrappy Women in Business Kimberly Wiefeling, 2010 Authors: Julie Castro Abrams, Carole Amos, Eldette Davie, Hannah Kain, Mai-Huong Le, Sue Lebeck, Terrie Mui, Pat Obuchowski, Yuko Shibata, Nathalie Udo, Betty Jo Waxman Although some people make it look easy, the reality is that the path to success is often convoluted and messy. It's tempting to believe that the professionals surrounding us somehow have their act completely together while we lurch fitfully onward, but the real story is often much more complicated and chaotic. This refreshingly honest book provides welcome reassurance for every businesswoman who's ever wondered, Is it me, or has the whole rest of the company gone nuts?! Each chapter is a fascinating description of one woman's unlikely journey, and every story is teeming with personal insights and practical tips to encourage you along the way toward your own goals and dreams. The human side of each achiever comes alive as she shares her challenges, choices and achievements in a just between us tone that educates as it entertains. If you've ever had one of those days where your co-workers seemed to grow horns or you were tempted to sink into the icy couch of despair--you are not alone! Once in a while we need to take a well-deserved break. Reading even just one chapter from 'Scrappy Business Women' will refresh your spirit and invigorate you for the next sprint. If you're a seasoned professional, you'll see your own journey reflected in those of these women. And if you're just starting out on your professional journey, the wisdom in this guide will save you a whole lot of time

and aggravation! Share your own story at the ScrappyWomen.Biz website, which grew out of this 'gal pal' project. Your story, and those of enterprising, determined women like you, will help this collection grow from a trickle of wisdom into a fountain of inspiration from which millions of women will drink, and ultimately a platform from which they gain the courage to leap boldly into their own futures. Please visit and add your story to ours so that, drop by drop, we grow this tiny stream into an ocean of wisdom. Stay Scrappy!

focal point business coaching: *The Wealthy Franchisee* Scott Greenberg, 2020-11-17 Take Your Business from Average to Extraordinary The Wealthy Franchisee pulls concepts from cognitive behavioral therapy, brain science, interviews, and Scott Greenberg's firsthand experience as a franchisee to help readers replicate the mental habits, tactics, and financial results of high-performing franchisees. As a franchising consultant, Scott Greenberg has helped franchise owners and franchisees improve their performance. Readers will learn how to: Explore their own mental responses and become more self-aware Bring out the best in employees and build superstar teams Dazzle customers and increase sales with emotionally satisfying experiences Optimize the human elements of their operation so they can grow into a next-level enterprise and become wealthy

focal point business coaching: Visual Selling Paul LeRoux, Peg Corwin, 2007-07-27 Visual Selling provides salespeople with tools to sell in an increasingly image-oriented culture. More so than ever before, the way a salesperson looks and acts, the images on a screen or in handouts, and even room environments can impact people's trust, satisfaction and willingness to buy. The authors believe that, to sell most effectively, the seller must be the visual focal point. This book draws on 25 years of experience coaching individuals and organizations in the art of visual selling, sharing stories and techniques used in big-dollar competitive presentations and pitches to senior management. Divided into three sections (the Seller as Focal Point, Getting Ready to Sell and Selling Situations), Visual Selling will appeal to a wide variety of business readers because it can be used to help salespeople sell one-on-one, as well as to assist corporate presenters at selling new programs or products in-house. Section I - The Seller as Focal Point Section II - Getting Ready to Sell Section III - Selling Situations

focal point business coaching: Positive Intelligence Shirzad Chamine, 2012 Chamine exposes how your mind is sabotaging you and keeping you from achieving your true potential. He shows you how to take concrete steps to unleash the vast, untapped powers of your mind.

focal point business coaching: WE Rania H. Anderson, 2018-09-18 You cannot win without a workplace where women and men have equal opportunities, equal input, and equal power. —Dominic Barton, Global Managing Partner, McKinsey & Company On almost a daily basis, we read stories in the news about high-profile male leaders, CEOs, venture capitalists, and entrepreneurs harassing and acting inappropriately toward the women with whom they work. Following such revelations, these men generally lose their jobs, and their companies lose valuable female talent, customers/clients, and their reputations. And, although we regularly hear stories about the bro culture that obstructs women's progress and creates hostile work environments for them, we haven't heard as much about the efforts of good men who want to change the in-office behavior of their teams and companies so that they and women they work with can realize their full potential and their businesses can thrive. This book teaches men and managers how to respond in these situations and how to lead by example. In *WE: Men, Women, and the Decisive Formula for Winning at Work*, Rania Anderson lends her guidance on this exact topic. Social mores have changed, and yet, well-intentioned managers simply don't always know what to do and what's appropriate and useful to actively recruit, retain, and advance more women into leadership. They want to be told how this can make a difference to them and how they can make a difference— this book shows you how to improve your own results and win in business: A new playbook to recruit and retain high-caliber women Take actions to work effectively, elevate and lead with women in the workplace Discover how traditional social roles exert a powerful pull on people of both genders and what to do about it. End confusion of male leaders In the #MeToo era when everyone else is focused on what's wrong and what not to do, *WE: Men, Women, and the Decisive Formula for Winning at Work*, is about what's

going well and what you can do. Men who are front-line managers, middle managers, and senior managers have been sidelined and left out of efforts to achieve gender parity for too long. Now, these guys can get back in the game!

focal point business coaching: Co-Active Coaching Henry Kimsey-House, Karen Kimsey-House, Phillip Sandahl, Laura Whitworth, 2010-12-15 NEW 4TH EDITION now available! Refer to isbn: 9781473691124 THE BOOK THAT CHANGED THE COACHING FIELD FOREVER This current, third edition includes fresh coaching examples, the latest in coaching terminology and an expanded, web-based 'Coach's Toolkit'. Used as the definitive resource in dozens of professional development programs, Co-Active Coaching teaches the transformative communication process that allows individuals from all levels of an organization - from students to teachers, and direct reports to managers - to build strong, collaborative relationships.

focal point business coaching: Student-Centered Coaching: The Moves Diane Sweeney, Leanna S. Harris, 2016-11-04 The essential coaching moves that every coach needs to know Student-centered coaching is a highly effective, evidence-based coaching model that shifts the focus from "fixing" teachers to collaborating with them to design instruction that targets student outcomes. But what does this look like in practice? This book shows you the day-to-day coaching moves that build powerful coaching relationships. Readers will find: Coaching moves that can be used before, during, and after lessons An abundance of field-tested tools and practices that can be put to immediate use Original video clips that depict and unpack key moves Richly detailed anecdotes from practicing coaches

focal point business coaching: The Philosophy and Practice of Coaching Diane Brennan, Kim Gortz, 2008-04-30 The Philosophy and Practice of Coaching will help to advance the global conversation about the future of coaching. The book is organized into three key sections: Foundations for Coaching, Applications of Coaching, and Organizations and Coaching, and the focus is on enabling the reader to astutely link theory and practice.

focal point business coaching: Create Your Own Future Tracy, 2006-02-13

focal point business coaching: Linkage Inc's Best Practices in Leadership Development Handbook Linkage Inc., 2009-04-06 Leadership development is a planned effort that enhances the learner's capacity to lead people. Building on the success of the first edition, Linkage conducted a study of over 300 top organizations and their needs in organizational change and leadership development that identifies approaches to leadership development that have proven to be successful. The work offers practical how-to instructions developing leaders and engaging in leadership development. It provides current in-depth models, assessments, tools, and other instruments that can be used for immediate application within a variety of organizations.

focal point business coaching: Steward Leadership Kurt April, Julia Kukard, Kai Peters, 2013-06-12 Steward leadership is a form of leadership that focuses on others, the community and society at large, rather than the self. Many senior leaders and executives across the globe appear to 'naturally' move into a stewardship mindset at a ripe age or when their careers have matured, whereas executives of around 30 years old, on average, are typically focused on their personal self-interests. The authors of Steward Leadership: a maturational perspective, who teach MBA courses around the world, wondered how to develop stewards at younger ages and set about creating a framework for stewardship and its requisite behaviour. Their research was conducted among a group of MBA students, testing nine stewardship attributes: personal vision, personal mastery, vulnerability and maturity, risk-taking and experimentation, mentoring, raising awareness, shared vision, valuing diversity, and delivering results. The outcome of the study, which is explored in this book, provides a base-line of attitudes which were tested against various demographic variables. In addition, the authors interviewed industry leaders from around the world to gauge their perspectives on and experience with the concept of stewardship and some of its dimensions, to gain qualitative insights. The results of their research provide the theoretical as well as consulting tools with which organisations can develop stewards, whether through training programmes, mentoring programmes, coaching initiatives and/or personal development practices. The authors believe that

stewardship is a more viable and indeed better alternative to current leadership concepts. This book provides a roadmap by which contemporary and upcoming leaders can be guided into developing their leadership abilities – and become the stewards of the future.

focal point business coaching: Executive Coaching Len Sperry, 2004-11-08 For many mental health professionals, executive and personal coaching represent attractive alternatives to managed care practice. This book provides mental health professionals with a map of the territory of the corporate world and describes in detail the major theoretical coaching models and progressive phases. Sperry addresses both executive coaching and personal coaching, revealing the practical, ethical and legal aspects of beginning and maintaining an active coaching practice.

focal point business coaching: Your Soul's Quest Rod C Ezekiel, 2018-03-07 Do you want to find your Soul's purpose and connect with your life's mission? Are you stuck and feeling as if there should be more to life? Do you long for greatness, fulfillment, and a life that lifts your spirit? In Your Soul's Quest, author Rod C Ezekiel integrates metaphysics with powerful success principles, taking you on an internal journey to discover your heart's deep love and the answers within the depths of your soul. Using exercises, stories, and Rod's gentle guidance, you will unlock the secrets hidden within you to find your authentic self and create a miraculous, new life. Your Soul's Quest offers answers to questions such as: How do you uncover the inborn soul strengths and genius that are linked to your purpose? How do you find alignment with your love to create authentic, meaningful goals? Through identifying what internal values you carry, you will come to understand why you make the decisions you do, and you'll learn how to rewire your belief system to replace limiting thoughts with boundlessly successful ones. By the end of the journey, you will comprehend your mission and purpose and be poised to embark on a life of significance with greater joy and wondrous creativity. Let's begin!

focal point business coaching: The Clarity Field Guide Benj Miller, Chris White, 2020-11-16 Every successful journey requires a guide that helps you identify and implement your next best steps.

focal point business coaching: The Psychology of Selling Brian Tracy, 2006-06-20 Double and triple your sales-in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

focal point business coaching: Brief Joseph McCormack, 2024-11-20 Get heard by being clear and concise The only way to survive in business today is to be a lean communicator. Busy executives expect you to respect and manage their time more effectively than ever. You need to do the groundwork to make your message tight and to the point. The average professional receives 304 emails per week and checks their smartphones 36 times an hour and 38 hours a week. This inattention has spread to every part of life. The average attention span has shrunk from 12 seconds in 2000 to eight in 2012. So, throw them a lifeline and be brief. Author Joe McCormack tackles the challenges of inattention, interruptions, and impatience that every professional faces. His proven B.R.I.E.F. approach, which stands for Background, Relevance, Information, Ending, and Follow up, helps simplify and clarify complex communication. BRIEF will help you summarize lengthy information, tell a short story, harness the power of infographics and videos, and turn monologue presentations into controlled conversations. Details the B.R.I.E.F. approach to distilling your message into a brief presentation Written by the founder and CEO of Sheffield Marketing Partners, which specializes in message and narrative development, who is also a recognized expert in Narrative Mapping, a technique that helps clients achieve a clearer and more concise message Long story short: BRIEF will help you gain the muscle you need to eliminate wasteful words and stand out from the rest. Be better. Be brief.

focal point business coaching: The Catalyst Effect Jerry Toomer, Craig Caldwell, Steve Weitzenkorn, Chelsea Clark, 2018-02-12 Provides a practical, research-based roadmap for

developing and applying twelve key competencies to multiply an individual's impact, elevate the performance of others, and accelerate progress toward mission-oriented goals, generating greater value.

focal point business coaching: *6 Essentials to Start & Succeed in Your Own Business* Brian Tracy, 2023-02-28 The world that we live in today favors the person who organizes and operates a business, and takes on greater than normal financial risks to do so. That person is the entrepreneur. The average worker holds ten different jobs before age forty, and this number is projected to grow. If you're in your twenties and thirties, you may forge a second or third career as an entrepreneur; and if you're in your forties, fifties, or beyond, you will decidedly favor the idea of starting and owning your own business. In fact, fifty-two percent of all small businesses are home-based, and many of those are started and run by people in their mid-career. So whether you are early in your career or are in mid-career, whether you have ambitions to run a larger business or a very small business, and whether you start a business because it's your desire or you're forced to by automation and layoffs, entrepreneurship is more likely than ever to be a part of your future. Let Brian Tracy, one of the world's foremost authorities on the subject, introduce you to *6 Essentials To Start & Succeed in Your Own Business*, and expose you to the most innovative, current—and most importantly—proven ideas on how to become successful. Use your knowledge of *The 6 Essentials* to race ahead of the competition and take advantage of all of the modern options readily available to you . . . and create a business that is successful and sustainable for the long term.

focal point business coaching: *Perfectly Imperfect* Baron Baptiste, 2016 NEW YORK TIMES, WALL STREET JOURNAL, AND USA TODAY BESTSELLER This book will shine new light on your journey, ignite your practice with new power, inspire new possibilities for growth, and infuse your life with the grace and confidence you seek. --Baron Baptiste A little over a decade ago, Baron Baptiste published his seminal book, *Journey into Power*. The first of its kind, it introduced the world to Baptiste Yoga, his signature method that marries a lifetime of studying with some of the world's most renowned yoga masters with his uniquely powerful approach to inner and outer transformation. Since then, yoga has steadily moved into the mainstream in our culture, and Baron's unique contribution has played a key role. As millions of participants incorporate yoga into their daily lives, Baron's teachings have evolved to bring them even deeper into their own transformative possibilities. *Perfectly Imperfect: The Art and Soul of Yoga Practice* takes readers beyond the foundations of the practice by speaking to everything that happens in their bodies and minds after they get into a yoga pose. That is where the true transformation occurs, and where much rich spiritual and emotional growth is available. Readers will learn how to move through their lives with grace and flow, begin again when a situation becomes difficult, be a yes for their innermost desires, give up what they must, follow their intuition, and find their truth north. With his signature blend of boldness, insightfulness, humor, and warmth, Baron offers what is destined to be an instant classic in the yoga and meditation world. With *Perfectly Imperfect*, he proves once again to be a true yoga master for the modern world.

focal point business coaching: *The Soft Science of Tennis* Frank Giampaolo, 2018-07-03 We all know that mental toughness and emotional resolve are critical skill sets in competition. *The Soft Science of Tennis* is specially designed to improve the seemingly mysterious software skills. With this groundbreaking book, the athlete will realize an exceptional culture, stronger communication techniques, and a deeper connection. *The Soft Science of Tennis* helps players, parents, and coaches to identify individual personality profiles and unique cerebral designs to assist them in understanding how the athlete's inborn genetic predispositions affect their behavior on and off the court. Also included is the importance of positive character traits, life skills, and why a healthy moral compass matters. *The Soft Science of Tennis* dissects how to conquer essential performance anxieties such as overriding negative belief systems, eliminating internal judgment, and building coachable athletes. Rounding out this book, are several chapters, favored by high IQ coaches around the world, uniquely focused on how to change fixed mindsets, managing fear and risk, and developing confidence and self-esteem. Within these pages, it is my goal to share everything you

didn't even know...you needed to know about the soft science of tennis.

focal point business coaching: Managing Projects (HBR 20-Minute Manager Series)

Harvard Business Review, 2014-02-18 Master the basics of project management. You've been asked to manage a key project—or perhaps you've volunteered for an assignment that could advance your career. So how do you make sure the project succeeds? Managing Projects walks you quickly through the basics, including: Drawing up a realistic schedule and project plan Monitoring key tasks and benchmarks Communicating with stakeholders Bringing the project to a close Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives—from the most trusted source in business.

focal point business coaching: Coach Yourself Muffy Churches, 2016-04-01 Do you have a sense of urgency for change? Are you finally at that stage where you are ready to positively affect your relationships, career, lifestyle, confidence and wellbeing? This book will give you the framework and skills to revolutionise yourself personally and professionally. Imagine learning a simple 7-step process that will help you become the person you want to be. It's easy, fun and immensely fulfilling. Muffy Churches is an integrative coach-therapist who works internationally. A corporate trainer, executive coach, speaker, author and counselor, she has extensive experience in inspiring and initiating positive behavioral change in clients around the world.

focal point business coaching: Champions Never Make Cold Calls: High-Impact, Low-Cost Lead Generation Danny Creed, 2019-12-11 Champions Never Make Cold Calls tells you how to find prospects that turn into clients and how to do so without ever making a cold call. At the same time, you can quickly build a network of hundreds, if not thousands, of people who are excited to send you referrals.

focal point business coaching: Becoming a Coach Jonathan Passmore, Tracy Sinclair, 2020-11-23 Authored by masters in the field of coaching, this book is designed as a course textbook for those studying coaching in general, but with a specific reference to the updated competences introduced by the International Coaching Federation in 2020. It focuses on core coaching skills, knowledge, and developing self-awareness. This is a definitive text for coach training and go-to guide for those undertaking ICF-accredited programs throughout the world. This book helps readers equip themselves with the skills and knowledge needed to develop as a professional coach. It encourages readers to reflect on who they are, what they can do, and how they can enhance their skills. By drawing on the Gold Standard for coach training and the latest coaching research, this book ensures that a trainer's practice is well informed by evidence and is up to the highest professional standards.

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- * Refine your coaching skill set to incorporate the five coaching competencies that signal to the public that you are a masterful coach.
- * Define your innate coaching specialty and target a profitable niche market so you can make a bigger impact as a coach.
- * Implement the eight best marketing strategies to attract coaching clients (and know the marketing ideas that coaches do best to avoid).
- * Set and raise your fees the right way, develop multiple streams of coaching income, and build a six-figure business that you can own and sell.
- * Institute risk management policies that ensure your practice is legally safe, ethically sound, and trouble free.

Covering all of the territory from positioning your coaching business, differentiating it from the competition, acquiring basic entrepreneurial skills, and learning from profiles of master coaches *The Business and Practice of Coaching* offers a wealth of information and accessible, yet expert guidance. Readers will discover how to take advantage of current trends and avoid

distracting hype within the quickly changing coaching profession so that the coaching business they build today will be viable tomorrow.

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and adaptation. The book also reaches beyond Toyota to explain issues of human behavior in organizations and provide specific answers to questions such as: How can we make improvement and adaptation part of everyday work throughout the organization? How can we develop and utilize the capability of everyone in the organization to repeatedly work toward and achieve new levels of performance? How can we give an organization the power to handle dynamic, unpredictable situations and keep satisfying customers? Mike Rother explains how to improve our prevailing management approach through the use of two kata: Improvement Kata--a repeating routine of establishing challenging target conditions, working step-by-step through obstacles, and always learning from the problems we encounter; and Coaching Kata: a pattern of teaching the improvement kata to employees at every level to ensure it motivates their ways of thinking and acting. With clear detail, an abundance of practical examples, and a cohesive explanation from start to finish, Toyota Kata gives executives and managers at any level actionable routines of thought and behavior that produce superior results and sustained competitive advantage.

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