

Report

On

Becoming a Licensed Associate

With Personal Summits Ltd

We support professionals to increase their income, reduce their hours, have a better balance in life, whilst providing extraordinary care for their clients.

And so can you...

**Take control of your
financial future**

Become a Licensed Associate of Personal Summits



Build a highly successful career as a business Coach.

Do you find yourself unsatisfied with how your current coaching practice is growing, not enough clients or income, or unable to expand because you don't know how to generate enough quality leads or convert high paying business clients? If you feel that just the offer of 'yourself' as a Coach is not quite enough and in the current climate business owners are looking for more than a motivator, they want hard business growth tools then maybe you will benefit from using our business growth programme of tried and tested systems.

Most Coaches who sought training through the various private training companies in the late 90's and early 'noughties' and now currently Universities set out to help individuals through Life Coaching. Most never succeeded in building a business that fulfilled the full dream of freedom and financial security for themselves and their family. Many still manage to only eek out a 'lifestyle' home hobby with their desire to be financially secure still as yet unfulfilled.

Maybe, you are from a business background and have established a niche. Business is moving along nicely – but just not as fast as you would like. As a successful professional, you've proven that you have the ability to get your vision started. Yet, as many business owners become more successful they reach a point where it becomes increasingly difficult to move ahead... a glass ceiling of sorts.

If you read the poison papers today, or watched the “saga-suck-the-dream-out-of-you” breakfast news then you probably think the world is about to implode with Brexit or somewhere there is a crippling disease which starts with 'R' and ends in 'ecession' – of course this is just one perspective. A rather bad one. You are reading this because you are interested in the real story which is you making it happen. Businesses don't make decisions, people do.

And, every person is different and we all live a different “truth” even if we work out of the same room as others, our perspective and therefore attention, and field of vision that we allow into our conscious makes for a very different experience. Many businesses are booming. I'll venture to say that many millions of people are happy, working hard making it happen, stimulated and eager for more. Perhaps you already know the media has to have a 'drama' to sell news, but there is always the other story happening as well.

A wonderful old story from late 1890's states how a man from a shoe manufacturer was delighted to be the first to take up the position of investigating the next new international destination for the company's expansion in the then British Empire. His task was to go and research what the country's trends and desires were and report back to the Directors on how best to expand into this new market.

After a lengthy journey he stepped off the boat and was dismayed and downhearted, Everywhere he looked everyone was perfectly happy not wearing any shoes. They had no

concern for footwear, and from all the conversations he had, to his perception, they did not have the funds to purchase this unnecessary item. As he wired his concerns back to the directors he waited for his response of what to do next...

“Don’t waste another moment and come straight back” was the reply.

Meanwhile unknown to this man the Directors had then instructed another employee to get on the next boat and go out and give his opinion on the situation.

As the two boats passed in the night, one man returning downbeat and dejected, the second man eager and unaware of the first man’s journey *or report* - they both duly arrived at their destinations.

Very soon the Directors received another telegraph wire with the message.

“Send every shoe design we have, and all the stock you can afford... *No one is wearing any shoes!*”

So there it is. There are just some people who have become a little lazy in their creativity, got stuck in the rut and routine of doing what ever the boss-man says because then if it goes ‘wrong’ – “it ain’t my fault”.

BE CREATIVE – BE ALERT – FULFILL THE NEED OF THE DAY

There will be more new start-up businesses in the next 3 years as people are nudged into fulfilling their entrepreneurial dreams. Professionals with traditional trades who are taking a leap (forced or voluntary) and want to go-it-alone. The need for business growth support is surging like never before. And this says nothing at all for the new Generation ‘C’ (“Connected”) who are leaving Universities with no inhibitions or expectations of job-for-life. They are bouncy beaming wannabies – pumped up on ego, connected into a growing breed of ‘Dragons Den’ venture capitalists but green and thirsty for business support. There are more people out there willing to do business with you the way you want to do it – than you can handle, so don’t worry about the millions of others who won’t like your story and your rules. We focus on those who are eager for support and like the way we deliver it. And it works!

Our climate is changing and owner/managers know they have to be creative – the old habits are not guaranteed to work in this ‘New World’. There are currently many people moaning about why the ‘old’ habits aren’t working in our ‘new’ environment and there are also some who want to do something about it for themselves. These people - are your next clients!!!

Training alone is now like travelling in economy class - now more than ever business coaching is seen as upgrading to First Class, V.I.P. support. A more personal and direct support.

Whilst training raises the level of awareness, it is **implementation** that fires the chain reaction of cause and effect.

At a recent marketing seminar in London, James Caan of Dragons Den, serial entrepreneur and venture capitalist simply responded to “How did you achieve your success?” with...

“I make more decisions than most.”

He went onto say “even the highly successful will admit they don’t always get it right, but they act, and stay in action, and when we are not sure we talk it through with people who we know and trust.”

Now this doesn't mean his or any Coach (and he says he has several) know all the answers – of course not. The coach is for helping us to decide what is best, and knowing best practice for business development systems goes a long way to laying a strong foundation or platform to reach onto the next level.

If you coach an owner/manger to implement best practice systems across the four corner stones of business: Strategy & Prioritisation, Client Development, Staffing, and Cash Flow – they will free up more of their personal time to concentrate on the growth they seek.

So if you find yourself unsatisfied with how your current coaching practice is growing, not enough clients or income, this may be the answer. Or, perhaps you are on a break from your fast fading, lack lustre current job or sat alone in your home office reading this. If you feel that just the offer of 'yourself' as a Coach is not quite enough and in the current climate business owners are looking for more than a motivator, they want hard business growth tools, then maybe you will benefit from using a licensed business growth programme of tried and tested systems.

If you feel a sense of isolation then perhaps you would like the opportunity to:

- Refocus on your vision of the future?
- Explore problems through objective third party questions?
- Uncover weaknesses and learn about yourself privately?
- Get honest feedback with supportive techniques and skills?
- Talk through development ideas without judgement?
- Be challenged by your own business coach?

If you are serious about creating real business financial security, working your own hours, enjoying the prestige and respect of a working business to business then read on about being a Personal Summits Licensed Associate.



Why be a Licensed Associate?

You want to run your own business, under your own name with complete flexibility and choice on what you deliver – but you want to hit the road running with a tried and tested commercial programme that delivers results with instant credibility.

- Being an Associate is a fantastic way for you to start and run your own business. From a realistic low entry investment in the initial 1-day training course (with follow-up CD and download recordings explaining the materials) to becoming established and earning realistic incomes from £50,000 to over £100,000 with the right focus and goals
- In addition you get a high level of business support and constant personal/business coaching for yourself.
- The opportunity for a better balance between work and home life
- Flexibility and control
- Working for yourself, yet at the same time you have valuable structure, resources and credibility
- The challenge and excitement of creating a new business or expanding your business services within a proven business model
- You choose how you want to coach your clients. We use a model where we initially meet face to face, and thereafter mostly work by phone, but its all up to you how you do it. We like to ensure they have 3 scheduled 30 minute calls per month. But in fact offer unlimited time, and will call back if we are with another client if it's a short call. We make sure our clients feel they are No.1, but set out our own clear parameters from the start. We find clients never abuse the open access policy that we provide because they are serious business people too.



The Personal Summits Coaching Support Programme™ (CSP) provides:

- **An Individual Diagnostic** to assess your strengths, pinpoint exactly where you need skill building as well as creating a baseline for measuring forward progress
- The business development programme CSP is **endorsed by the Institute of Leadership and Management** and includes:- strategic planning tools, practical techniques, checklists and forms to help the client develop their business.
- You get your own Business Development Coach to help you **quickly grow** and steer you successfully avoiding costly mistakes and time wasting campaigns
- Training on the materials with constant support on **developing your style** of delivering them through coaching techniques
- Full **marketing materials**, ready made proposals that can be easily transferred into your own business
- Opportunity to **be part of a select team** who want to share in order to grow their businesses

Franchise versus Licensed Associate?

There are coaching organisations that offer franchising, but we think they are a little ambitious in filling their own corporate accounts than helping you getting started off from the ground floor. Here is a comparison between the two models. Mostly the difference is the costs!

Franchise

- The upfront cost of a franchise can be from £10K to £250K just for entry
- A 'management fee' which are payments to cover support, depending on the level from hundreds to thousands of pounds per month.
- Then you still pay a % on sales back to the franchisor from 4% to 25% depending on the mgmt fee.
- Of course there will be very, very strict rules on what can and can not be done – in reality this restricts your freedom immensely as the franchisor will want to maintain its branding on every detail of the product.
- And here it is, the main difference...
- A franchisee benefits from volume discounts on purchasing *products* in bulk... something we don't have in coaching!!!
- So none of the benefits apply but all the costs and restrictions do!

Licensed Associate

Well here we can only speak for our own arrangement, so...

- Unbeatable low start up costs of £1000 - (just the cost of the training programme and expenses - see dates below).
- Low exposure to financial risk, as the training is for you and your business as well as using it for future clients.
- No Management fee!
- Pay only your own 1-1 coaching fee (discounted and eliminated after your first 2 clients)
- A variable split % of client fee!
- Reduced risk of failure by using the tried and tested experience already gained within Personal Summits.
- Low vulnerability whilst getting started as constant coaching support is provided to help you start up and continue through your own growth cycles.
- We will share our research and help you avoid making mistakes whilst supporting you for all the time you are growing and working with us.

Who are Personal Summits?

We are a privately owned 'Personal and Business Growth' company celebrating its 22nd Anniversary in 2021. Richard Bisiker is the founder and managing director. He works internationally and nationally with business owners and individuals who want more success. Richard is a Coach, Trainer and Author, he is the driving force behind Personal Summits. He holds Non-Exec Board positions and as a Trustee is Chairman of a local charity, and works with directors and CEOs.

Personal Summits has Licensed Associates working nationally who provide the Personal Summits "Coaching Support Programme™" for professionals and business owners. Over 8000 delegates and clients have worked with our programmes, workshops, seminars and one-to-one coaching.

Nationally, coaching of SME businesses is expanding and we are looking for more coaches who want to deliver our successful programme. We help owner/managers develop both professionally and personally. We coach clients to move their business into systems based processes with the natural result of business growth and personal freedom – this for many owners has been a long lost luxury!



Our Clients are People who:

- Are fun and stimulating to work with!
- Have drive
- Have desire to achieve more
- Have personal, management and business development needs
- Recognise the power and value of using business support
- Have reached a plateau or are confused about the next step
- Understand the value of coaching and have the appropriate funds
- Are serious about change and success, and willing to personally lead first!



Past clients testimonials are littered throughout the main website and come from many sectors, some are reproduced at the end.

The following excerpt is taken from the ©marketing literature and gives you an idea of what type of business person we are working with.



The Personal Summits Coaching Support Programme helps current owner/managers breakthrough the ceiling of complexity.

Maybe your success to date brought you to a productive but static level of results, where working harder or longer doesn't actually achieve more. Where things seem to get more complex - a sense of diminishing returns, working to keep others employed rather than employees working for you? Getting stuck at a certain level of success may be a result of being buried in activity and detail that drains you of energy, slowing or destroying creativity.

Do you dread the legions of files that confront you; the daily fires that only you can put out; the adrenaline panic as you catch a hidden deadline; the un-returned phone calls resounding long after the day's end? Does this justify the price for success which, though at first was hardly noticeable, now consumes you, to the extent that the fun and satisfaction of being your own master has faded?

Or maybe it's the opposite?

Things are too exciting, almost out of control. Chaos reigns because too many projects, cases, or businesses are stimulating your desire for a challenge, but all are moving too fast to control. Tension between work and family increases as you find yourself spread ever thinner, almost to breaking point, no time to think and re-focus. If any of this sounds familiar, you are ready for the Personal Summits Coaching Support Programme™.



Becoming A Licensed Associate:

We are offering people who have existing coaching skills a 1-day programme familiarisation course and ongoing telephone supervision coaching plus CD Recordings of training materials to support you for *as long as you have clients*. This helps coaches to work “business to business”, a far more profitable area than life-coaching alone, and for a very low entry fee. Unlike a franchise there are no management fees, or targets. You simply become licensed to deliver our tried and tested business programme.

You will receive either group or individual support for 6 months at a dramatically reduced fee of £100 to help you get your first client on board. Once you have 3 clients on board, you pay nothing further yourself. Your coaching continues for as long as you have clients.

Personal Summits Ltd only gets the programme license fee paid when you get clients! Two thirds (2/3rds) of the fee charged to the client goes to you and one third to Personal Summits as a licence fee and to cover your personal coaching. After the first 10 clients i.e. from the 11th client onwards it is $\frac{3}{4}$ to yourself and $\frac{1}{4}$ to Personal Summits for each client.

This is an interesting new concept in our economic challenging times. A very good deal when you consider the high start-up and running costs of franchise coaching companies. We know our system works so well that we are confident enough to say we only get paid when you are.

Training Dates – Familiarisation Course:

Contact us on 01785 711102 for the latest dates.

The general agreement:

- Get on the Familiarisation Training Course £1000+vat
- Get started with your marketing
- Get regular coaching from Richard Bisiker directly - £200pm until 3 clients
- Get MORE clients – 2/3rd of the fee is yours (first 10) then $\frac{3}{4}$ of the fee is yours.

Knowing our programme works we are willing to heavily support you in the learning curve period whilst you get your first clients on board, hence the discounted rates for your own development coaching support at the start, and nothing once you are up and running. Why? Because we know with our business models you will soon have clients and then we will get paid based on helping you be a success.

The Course Detail: Familiarisation Course for the PERSONAL SUMMITS COACHING SUPPORT PROGRAMME™ (CSP™)

The 1 day course is for those who want to become Licensed Associates. Participant numbers are kept very low to ensure lots of time for Q & A interaction. It is highly focused on getting you started quickly as a Licensed Associate to enable you to achieve greater success running a professional practice, so book early to confirm your place.

It is delivered in Staffordshire starting at 9.00am to 6pm. It is designed to give you a full overview of the Licensed Programme materials. You will have exposure to case-studies, and it will be participative and interactive with some real life coaching. You will have your own hardcopy of the materials and be expected to take yourself through the tools and develop your own business plan.

Content:

- Contracts and Confidentiality Agreements
- Practical Learning Styles – Personality Profiling
- Coaching assessment styles and models and techniques
- **CSP™** Strategic Planning Systems



A business needs to have a 'systems based practice' with a clear course of action. We show you: A systems approach, three critical roles in a practice, the power of coaching with accountability, setting goals that compel you, the strength of simplicity, how to avoid toleration traps, the wisdom of putting yourself first, developing a long term plan for your practice and much more

- **CSP™** Personal Effectiveness and Time Management Systems

Without these skills you will find it difficult to develop a good client base and find balance in your life. Time spent perfecting these skills allows you to gain control of your time and your life. You will be able to reduce interruptions, eliminate chaos, create order, master your calendar, end procrastination, keep track of your files, delegate tasks, recover billable hours and much more.

- **CSP™** Client Development Systems

Once you have control of your time you are on your way to marketing mastery. Being coached around systems and skills allows you to target your ideal client and your best referral sources, develop powerful strategic conversations (knowing who to talk to; what to say; how and when to say it; and track your results), have your best referral sources send you more good business, gain introductions to new referral sources.

- **CSP™** Staffing Systems

A business is more likely to be successful with a successful team. Our systems will show you the skills necessary for attracting and hiring a championship team, managing job performance, employee evaluation, employee incentive systems, managing a termination, using temporary agencies, employee leasing, employee benefits, resolving employee conflicts and much more.

- **CSP™** Finance and Cash Flow Systems

A business needs to attend to its financial health. We coach you in the skills necessary to assure financial health such as developing a zero tolerance collections system, managing expenses, leveraging for profitability, creating a financial dashboard to drive your practice with ease and much more.

- Marketing and Diagnostic Review Systems
- Administration and Licensee Fees
- High Value Selling, Proposals and Delivery Skills

The Website & Logo

As a Licensed Associate you will be promoted on the main Personal Summits Web-site with a personal bio-page and also on the dedicated "Coaching Support Programme" web-site that you can use as your own reference on business cards and letterheads, along with the right to use the logo "Licensed Associate of Personal Summits".

REFERENCES:

The Law Society of Scotland: Iona Ritchie-
Deputy Director, Education & Training

"Participants of this course gave excellent feedback, commenting on the practical and refreshing approach Richard has in his workshop and coaching support programme that helps guide partners as they implement the ideas."



Archie Millar: Drever & Heddle, Managing Partner

"The support coaching has helped me implement time management ideas that have created an extra two productive hours everyday whilst reducing the overall time I work!"



Brian Inkster: Inkster Solicitors, Managing Partner

"I'm very busy and successful, but I haven't seen my desk for the files for years. The coaching with Personal Summits actually moved me into action with systems that organise my environment consistently. I feel much more focused as a result, and my clients get an even better service".



S.Whiting: Dean Statham Chrt'd Accountants, Partner

"Since starting my programme with Personal Summits, I have achieved much improved relationships with my clients, improved utilisation of my time, a better knowledge of my own strengths and weaknesses, and strategies for dealing with difficult or confrontational situations. I now find my work easier and more satisfying because I have confidence that I am going about it in the right way. More tangible effects are improved cash flow from clients and improved productivity."



Tom Hillis: Munro & Noble, Partner

"Richard was most impressive and the course was most useful – I have learnt a huge amount from this."



B.Dellicompagni: Francesco Group, Managing Director.

"It is most useful to have a second voice, a completely neutral voice that is not judging but rather exploring different approaches with me so as to help arrive at balanced thought through decisions."

Andrew Smith: ProACT Financial Ltd, Managing Director

"This programme has made me think about how I allocate time, interact with others and create a work home life balance."

Sue Billington: British Telecommunications plc, Director

"Personal Summits coaching has offered a confidential support for me to brainstorm sensitive issues, and provided me with feedback on my own approach styles. This work has been a key support to me establishing the culture I want from my staff. I have highly specialised and fine-tuned my skills at managing change that delivers sustainable benefits for this business. During the time Richard has been coaching me I have been promoted to a level in the business that I have always aspired to. Your support to me over this period was key to my success."

More Questions or get a place on the course?

Phone the office on 01785 711102 or email us on info@personalsummits.com to book yourself onto the

Get a place reserved on the Familiarisation Course:

Course Investment: £1000+vat

Support For Licensed Associates

Once your course investment has been received you are immediately straight onto the Coaching Support Programme at £200+vat per month by standing order until you take on your 3rd client.

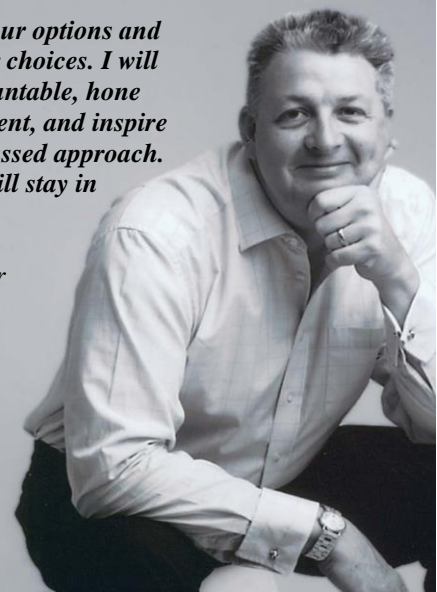
- Associates receive group & individual supervision support for 6 months following the course. These are approximately 45-minute tele-conference calls that entail a combination of supervision, training and coaching activity and a key part of the criteria for maintaining the high standards and consistency expected of Licensed Associates.
- For the entire time the Associate has clients being coached on the **CSP™** they shall continue to receive the three supervision support coaching sessions per month.
- If after the first six months the Associate has not engaged any clients we will review what action needs to take place and advise accordingly – we want you to succeed.

Speak to us now to get one of the limited places on our next course
AND FILL OUT THE BOOKING FORM
AND FAX / EMAIL. IT BACK.

FAX: 01785 711102

“You create your options and you make your choices. I will hold you accountable, hone your commitment, and inspire a solution focussed approach. Together we will stay in action.”

Richard Bisiker



Personal Summits Ltd

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Tel & Fax: 01785 711102 Email: Info@PersonalSummits.com

BOOKING FORM – FAX BACK 01785 711102 (To Reserve places)

Post with cheque to confirm booking.

Licensed Associate Familiarisation Training Course

Please book place(s) for me onDates.

Fee £1000+vat(£1,200)

I understand that receipt of the fee secures my place.

Name:.....

Signature

Company:.....

Postal Address.....

.....

.....

Post code

I require a receipt [] an invoice [] before the training dates

E-mail.....

Telephone.....

Fax..... Mobile.....

Special Needs/Requirements?.....

NB Please make cheques payable to **Personal Summits Ltd** and post **with this form** to secure confirmation of your place to the address above.