

From: "Thomas Leonard/CoachVille" <thomas@thomasleonard.com>  
Sender: <CoachvilleRDTeam@news.webvalence.com>  
To: "Coachville R&D Team" <CoachvilleRDTeam@news.webvalence.com>  
Subject: [CoachVille R&D Team] Coach to Coach Connection Idea...  
Date: Fri, 31 Jan 2003 10:19:07 -0700  
Message-ID: <AIEIIOPCMOKLJOPFKLJNMEMGEJAA.thomas@thomasleonard.com>  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
                  boundary="----=\_NextPart\_000\_0003\_01C6306D.15298950"  
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)  
X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2800.1409  
X-Message-Completed: Mon, 13 Feb 2006 07:12:00 -0700  
x-originalarrivaltime: 31 Jan 2003 17:18:44.0725 (UTC)  
FILETIME=[CEFE1250:01C2C94C]  
x-originating-ip: 65.101.42.211  
X-Message-Flag: Follow up



join: [subscribecrd@coachville.com](mailto:subscribecrd@coachville.com) | leave: [unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com) | change address:  
unsub from old, sub from new.

To take a break from the R&D Team, email [unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com)

Friday, January 31, 2003

Totally wild idea...

**Connecting coaches to each other**

Dear R&D Team Member:

One of our priorities for 2003 is to add as many ways as possible for coaches to connect with each other -- we have a list of 15 or so projects in mind for this, including CoachVille Singles, Virtual Communities, Vacation Home Exchange, etc.

A new idea I had this morning comes from Match.com. A month ago, I signed up for Match.com (hey, I've been single for 2 years; time to get back into the game). Every couple of days they email me with possible matches based on my profile (I authorized these emails; users can decide how often they want an email like the one below.)

Now, we'll probably do something like Match.com for CoachVille Singles, but aside from that, I thought of another possible use of the 1-3x a week auto broadcast. Perhaps an ezine list that members could opt to subscribe to that would email them 5 or 10 summaries of different coaches around the world or in their geographical area and or area of specialty (similar to how the small thumbnail/rotating ad appears on the <http://www.coachvillereferral.com> home page).

Not every coach wants to meet/know more coaches, but I thought this might be a great way for coaches to expand their networks, give coaches a sense of the wide variety of coaching being done and help foster new relationships/colleagueships.

This 1-3x broadcast ezine would look something like the listings below (pulled automatically/randomly from the coachvillereferral (CVR database). The recipient could click on a the thumbnail and be taken to the coaches CVR listing.

Not sure how much of a demand there would be for this type of thing so I thought I would email you about the idea and ask for your thoughts, level of interest, tweaks/suggestions....

**Love to hear: [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Coach to Coach in the subject line, by Wednesday, February 5, 2003.**



**thomasjleonard**, when emailing one of your **9** new matches, share what piqued your interest about their profile. They'll appreciate the feedback and you'll be starting the conversation off on the right foot!

Love,  
Venus

1.

 [Email Me!](#) 

**62185man** Age: 36,  
Height: 6 ft.2 in. / 187cm Build: Average Light Brown Hair, Green Eyes Pico Rivera,  
CA 

2.

 [Email Me!](#) 

**desertiko** Age: 37, Height:  
5 ft.11 in. / 180cm Build: Slim/Slim Dark Brown Hair, Black Eyes Sierra Vista, AZ  


3.

 [Email Me!](#) 

**jazzboi2** Age: 45, Height: 5  
ft.8 in. / 172cm Build: Athletic Salt and pepper gray Hair, Blue Eyes San Diego, CA  


4.

 [Email Me!](#) 

**Stachelvr** Age: 40, Height:  
5 ft.10 in. / 177cm Build: Average Dark Blonde Hair, Green Eyes San Diego, CA  


5.

 [Email Me!](#) 

**gentleman\_seeker**

Age:

32, Height: 6 ft.0 in. / 182cm Build: Athletic Other Hair, Brown Eyes San Francisco, CA



6.

 [Email Me!](#) 

**ChuckSD3**

Age: 44, Height:

5 ft.7 in. / 170cm Build: A Few Extra Pounds Dark Brown Hair, Brown Eyes San Diego, CA



7.

 [Email Me!](#) 

**gbeuys**

Age: 44, Height: 5

ft.10 in. / 177cm Build: Average Dark Brown Hair, Brown Eyes Los Angeles, CA



8.

 [Email Me!](#) 

**qbkidmark**

Age: 42, Height:

5 ft.6 in. / 167cm Build: A Few Extra Pounds Dark Brown Hair, Brown Eyes Plymouth, CA



9.

 [Email Me!](#) 

**[GuyNextDoor2112](#)** Age: \_\_\_\_\_  
[28, Height: 6 ft.1 in. / 185cm Build: Average Light Brown Hair, Hazel Eyes Mesquite,](#)  
[NV](#) 

[See more matches!](#)

[P.S. Not getting the matches you want?](#)  
[Edit the About My Match section of your profile.](#)

[I currently deliver your matches daily. But you're in control!](#)  
[You can receive your matches 3 times per week or weekly.](#)

[Click here to unsubscribe from receiving your matches.](#)  
[Forgot your password? Click here.](#)

[Thanks!](#)

[Best,](#)

*Thomas*

[Thomas](#)  
[thomas@coachville.com](mailto:thomas@coachville.com)

[From: "Thomas Leonard/CoachVille" <thomas@thomasleonard.com>](#)  
[Sender: <CoachvilleRDTeam@news.webvalence.com>](#)  
[To: "Coachville R&D Team" <CoachvilleRDTeam@news.webvalence.com>](#)

Subject: [CoachVille R&D Team] Fall 2003 Training Tour/First Draft

Date: Tue, 11 Feb 2003 09:22:06 -0700

Message-ID: <AIEIIOPCMOKLJOPFKLJNOEEHENAA.thomas@thomasleonard.com>

MIME-Version: 1.0

Content-Type: multipart/alternative;

boundary="----= NextPart 000 0007 01C6306D.1532FF30"

X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)

X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2800.1409

X-Message-Completed: Mon, 13 Feb 2006 07:12:00 -0700

x-originalarrivaltime: 11 Feb 2003 16:21:43.0176 (UTC)

FILETIME=[AA226080:01C2D1E9]

x-originating-ip: 65.101.42.211

X-Message-Flag: Follow up



join: [subscribecrd@coachville.com](mailto:subscribecrd@coachville.com) | leave: [unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com) | change address: unsub from old, sub from new.

To take a break from the R&D Team, email [unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com)

**CoachVille/Thomas Leonard Fall Tour 2003**

**All dates are tentative and will likely change; cities have not yet been selected.**

**Registration will be available starting March 2003 for these Fall 2003 events; please watch for announcement.**

Dear R&D Team Member:

Last month, I asked you to share with me some of the titles/types of live trainings that you would be interested in attending during 2003. Scores of responses were received and I did my best

to include as many as possible in the Fall 2003 Schedule, which is below, along with a brief description of each of the events.

**Would you take a moment to scan/read through these listings and share comments such as:**

**--Title wording**

**--Length of time scheduled for each of these (1, 2, 3 or 5 days each)**

**--The content description**

**--Any other ideas for live events that you don't see listed below.**

I'll be personally teaching all of these this fall (many with a co-presenter). Each weekend has a different focus (in contrast to last Fall where I led the same event -- Intermediate Coaching Proficiencies 10 times). The idea is to schedule time for our other trainers to attend several of these events this fall so that they can prepare to teach all of these during 2004 and beyond, which frees me up to create even more titles for the Spring 2004 and Fall 2004 Tour.

Related to this, we've got about 100 live event dates already scheduled for 2003. Amazing, isn't it? Combine this with the School of Coaching TeleClasses and our online resources (and soon web-based coach training) and it's quite the virtual and non-virtual training company, yes? Who knew?

One more thing: I'm trying to figure out how to be totally fair with the GSC/SOCers regarding live events, given a lot of the content below that we'll be delivering live is included in the GSC/SOC TeleClasses. GSC/SOCers already receive \$100 off the annual CoachVille conference but I'm thinking that, starting this fall, we need to offer \$40-\$100 off on the other live events, such as the ones below for our GSCers. We can't comp them into these live events given the cost of delivery (50-80%) is quite high (room rentals, presenter costs, flights, equipment, admin, etc.). If you are a GSC/SOCer, do you have any ideas?

Thanks!

Best,

*Thomas*

Thomas

thomas@coachville.com

**Fall 2003 Tour**



**DRAFT/TENTATIVE**

**Critiques Live**

Would two full days of nothing but hands-on coaching and critiquing by Thomas Leonard contribute to your coaching skill set? This training is for the coach who is committed to learning quickly and deeply in a supportive but fast-paced learning environment. Coaching models, theory, communication style points and coaching processes are woven into this intense training that prepares the coach to be ready for a wide variety of client situations, personalities and needs.

Alternative name: Coaching Practicum

Which do you prefer? Or, do you have another title suggestion? If so, please email thomas@thomasleonard.com with Fall 2003 in subject line

2 days, \$179, sep 12/13

led by thomas leonard and shirley anderson (tentative)



**Personal Development Series**

Do you know where you are along your personal development path? Most people don't and one of the beauties of this training is that, by taking a simple self-assessment before you attend, you'll quickly discover where you are and what's left to work on for yourself. (Personal development doesn't need to be a mysterious, complicated or sequential process, thanks to our very progressive approach.) We recommend that you attend all 3 days for the full effect. You will be guided through conversations that will open you up and elevate you along your path. Also, you will learn how to offer and deliver this process to your clients (and receive a license to do so). A lifetime of personal development in just 3 days.

Alternative name: ?

Do you have another title suggestion? If so, please email thomas@thomasleonard.com with Fall 2003 in subject line

Day 1: Beginning, sep 18, \$129

Day 2: Intermediate, sep 19, \$129

Day 3: Advanced, sep 20, \$129

All 3 days: \$249

led by thomas leonard and tom stone (tentative)



**Situational Solutions**

In 3 days, you'll be learning how to coach clients in the 100 most common life, personal and business situations. Yes, we know this sounds like a very aggressive learning agenda, and it is. But with a micro guide for each of the situations for use/reference later, we believe that we can prepare coaches for the majority of the situations they'll encounter with clients during their professional careers. The benefit to you? More confidence, fewer missed opportunities and far fewer tunnels that go nowhere. And the ultimate commercial benefit to you? Long-term client retention because you can do great situational work with your clients.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with

Fall 2003 in subject line

3 days, sep 25/26/27, \$249

led by thomas leonard



**Leadership Training for Coaches**

Leadership Training for Coaches? Yes, the time has come for coaches to learn the qualities, concepts, strategies and even systems in order to be catalysts for others beyond the traditional role of a coach. You'll learn the proficiencies of Modern Leadership, Servant Leadership and Visionary Leadership -- and have the right to share these with clients you are coaching who have a similar interest in leadership at any level.

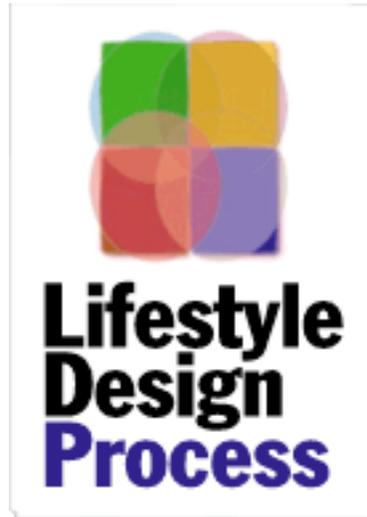
Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with

Fall 2003 in subject line

3 days, oct 2, 3, 4, \$249

led by thomas leonard and a co-presenter



**The Lifestyle Design Process**

We've developed a process that coaches can use with their clients to design the 40 elements of one's lifestyle, and we aren't just talking Martha Stewart here. The Lifestyle Design elements include such areas as environmental design, awareness enhancement, attraction levels, simplicity levels, life design, time design and even joy and pleasure. It's all designable and the coach is the perfect partner in this process.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with

Fall 2003 in subject line

1 day, oct 10, \$129



**Advanced Personal Development**

What is advanced personal development? And why would one want to develop themselves to this level? Well, we cannot answer that for you but if the idea of adding dimensions to your experience of life, transcending 99% of what other people spend their time doing, becoming transparent, designing environments that naturally evolve you and letting go of the 15 illusions, then please join us.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with

Fall 2003 in subject line

1 day, oct 11, \$129



led by thomas leonard and tom stone (tentative)

**Coaching Immersion Week**

Looking for a jump start in your coach training? Then join us for 5 solid and very fast-paced training days in the key areas of coaching, beginning with coaching proficiencies (3 levels' worth) and including client typing (where you learn how to coach the 12 most common types of clients), and crafting a Coaching Plan, which is the newest service-offering in the world of coaching (and which leads to stronger/deeper coaching and long-term client retention).

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line

- Day 1: Beginning Coaching Proficiencies, oct 14, \$129
- Day 2: Intermediate Coaching Proficiencies, oct 15, \$129
- Day 3: Advanced Coaching Proficiencies, oct 16, \$129

Day 4: Client Typing, oct 17, \$129

Day 5: Crafting a Coaching Plan, oct 18, \$129

All 5 days: \$379

led by thomas leonard and a co-presenter



**Executive Coaching Conference**

description coming

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line

3 days, oct 23, 24, 25, \$279

led by thomas leonard and multiple presenters



**Performance Coach Training**

Our view is that coaches are in both the support business as well as in the results business, and this 2-day training is 100% devoted to showing you how to increase the performance/results of your clients. Included are segments on accelerating personal development, rapid problem-resolution, increasing momentum toward a goal, designing

systems to complete projects faster and restructuring/tweaking/positioning objectives in order to get them accomplished in half the time.

2 days, oct 30, 31, \$179

led by thomas leonard and a co-presenter



### **Coaching Teams and Groups**

Whether you are, or want to, coach teams in a corporate environment or coach individual clients with a common interest, this 1-day training is designed to teach you how to design team/group-oriented coaching programs and the group leading skills you'll need to manage the process and bring out the best of everyone on the team. This is also great training for leading TeleClasses. In addition, you also learn how to structure a 5, 10 or 21-day program (one of the longest-running group coaching programs ever developed -- this format has been used effectively since 1988).

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line

1 day, nov 1, \$129

led by thomas leonard and a co-presenter



### **Advanced Personal Development**

What is advanced personal development? And why would one want to develop themselves to this level? Well, we cannot answer that for you but if the idea of adding dimensions to your experience of life, transcending 99% of what other people spend their time doing, becoming transparent, designing environments that naturally evolve you and letting go of the 15 illusions, then please join us.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line

2 days, nov 6, 7, \$179

led by thomas leonard and tom stone (tentative)



**Advanced Coaching Proficiencies**

As you may know, we have developed 3 sets/levels of proficiencies -- beginning, intermediate and advanced. Advanced coaching proficiencies are for coaches who are coaching clients at a fairly high level -- sophisticated clients who understand the value in being developed as individuals in addition to receiving support and strategies to achieve their goals. Here is a list of the 15 Advanced Coaching Proficiencies that you'll be learning over 2 days. (link coming)

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line  
2 days, nov 8,, 9, \$179

led by thomas leonard and a co-presenter



**Assessment & Diagnostic Intensive**

New to the assessment game and looking to understand the various types of assessments available and how and when to use them? If so, then join us for 2 days of immersion where you'll learn the strengths and weaknesses of over 30 assessment and diagnostic instruments -- everything from [list coming] to [list coming].

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line  
2 days, nov 13, 14, \$179



led by thomas leonard and a co-presenter

**Crafting Client Coaching**

**Programs**

Would you like to make a name for yourself in coaching? Then design a client coaching program and test it out with 25-100 participants to perfect its design, tweak its delivery. Along with way, gather evidence of its effectiveness and you'll have developed a core piece of intellectual property that will forward your brand forever. We can show you how in this very hands-on 1-day training. We'll walk you through every step from attention-getting program titling, to the content components, to how to use an R&D Team for vetting and honing, to how to package and fill your client coaching program. This is a skill set that you'll be able to use again and again. Includes lifetime use of the online Client Program Designer.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line  
1 day, nov 15, \$129



led by thomas leonard

**The 25,000 Client Practice**

Yes, having 25,000 clients may sound overwhelming. That said, it's going to become possible thanks to technology, systems and most importantly -- your mind set. 1-1 and small group coaching will always be a popular format for coaching but some coaches will be wanting to serve large groups of clients using virtual and non-virtual means. Still don't buy this idea? Then wrap yourself around this one: the fact that coaching is occurring is much more important than is a coach coaching. Work through that one and you'll come to see the how the mega client practice is one of key futures of coaching.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with Fall 2003 in subject line  
1 day, nov 16, \$129

led by thomas leonard and a co-presenter



**Mentor Coach Training**

Are you mentoring other coaches, or do you wish to? If so, then this 2-day training is the

perfect place to begin or accelerate your mentoring practice. Here, you will learn everything from determining where your mentee is along their coaching ability path, to training them in the 7 things that every coach must be able to do in order to deliver quality coaching, to how to package and market yourself as a coach who mentors/coaches other coaches. Note: If you already have a practice mentoring other coaches, please know that what you'll learn in this 2-day training will immediately elevate the impact of your current approach. The new crop of coaches is becoming more sophisticated more quickly, and is expecting more of their mentor coach.

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with  
Fall 2003 in subject line  
2 days, Nov 19, 20, \$179  
led by thomas leonard and a co-presenter



**Advanced Coaching Proficiencies**

As you may know, we have developed 3 sets of proficiencies -- beginning, intermediate and advanced. Advanced coaching proficiencies are for coaches who are coaching clients at a fairly high level -- sophisticated clients who understand the value in being developed as individuals in addition to receiving support and strategies to achieve their goals. Here is a list of the 15 Advanced Coaching Proficiencies that you'll be learning over 2 days. (link coming)

Alternative name: ?

Do you have another title suggestion? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with  
Fall 2003 in subject line  
2 days, nov 21, 22, \$179  
led by thomas leonard **TBA**

Got an idea for another event/training? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with  
Fall 2003 in subject line  
2 days, dec 5, 6, \$179 **TBA**  
description coming

Got an idea for another event/training? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with  
Fall 2003 in subject line  
2 days, dec 12, 13, \$179 **TBA**  
description coming

Got an idea for another event/training? If so, please email [thomas@thomasleonard.com](mailto:thomas@thomasleonard.com) with  
Fall 2003 in subject line  
2 days, dec 19, 20, \$179

From: "Thomas Leonard/CoachVille" <[thomas@thomasleonard.com](mailto:thomas@thomasleonard.com)>

[Sender: <CoachvilleRDTeam@news.webvalence.com>](mailto:CoachvilleRDTeam@news.webvalence.com)  
[To: "Coachville R&D Team" <CoachvilleRDTeam@news.webvalence.com>](mailto:CoachvilleRDTeam@news.webvalence.com)  
[Subject: 501 Ways To Fill Your Coaching Practice....](#)  
[Date: Mon, 10 Feb 2003 22:23:04 -0700](#)  
[Message-ID: <AIEIIOPCMOKLJOPFKLJNKECEENAA.thomas@thomasleonard.com>](mailto:AIEIIOPCMOKLJOPFKLJNKECEENAA.thomas@thomasleonard.com)  
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[X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 \(9.0.2910.0\)](#)  
[X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2800.1409](#)  
[X-Message-Completed: Mon, 13 Feb 2006 07:12:00 -0700](#)  
[x-originalarrivaltime: 11 Feb 2003 05:22:41.0005 \(UTC\)](#)  
[FILETIME=\[9929E9D0:01C2D18D\]](#)  
[x-originating-ip: 65.101.42.211](#)  
[X-Message-Flag: Follow up](#)



[join: subscribecrd@coachville.com](mailto:subscribecrd@coachville.com) | [leave: unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com) | [change address: unsub from old, sub from new.](#)

[To take a break from the R&D Team, email unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com)

[Tuesday, February 11, 2003](#)  
[What else would you like to see, feature/design-wise?](#)  
**[501 Ways To Fill Your Practice](#)**

[This one is really cool and we're going to put about \\$15,000 into its development this winter/spring.](#)

[Basically...](#)

- [1. There will be a collection of 501 very, very specific ways to fill a practice/market.](#)
- [2. Each will be written by coaches who have used that approach, sharing their experience/evidence of how](#)

- they did it and how it worked for them.
3. We'll include a photo/link to the coach who shares/writes the piece.
  4. Our writer/editor will amp/clarify what was written, and research/find more resources (and link to the resources we already have on that approach).
  5. We'll include real-world examples (images, recorded demos, PDFs, websites, etc.)
  6. This collection would be THE most comprehensive resource for coaches on this topic.
  7. And, it would be available to our GSC/SOC members, although we'd share 25 of the 501 to all CoachVille members (as is our general approach) -- and those coaches who shared who are not SOC/GSC members would also receive access to this collection.
  8. The color scheme may change (it's a big jarring), but the look/layout will probably stay the same.

**We are wondering what other features, elements, resources related to this template would YOU find most helpful in helping you fill your practice?**

**Here's a sample 'listing' that we made up to illustrate this idea.**

(Note: This collection may end up being an ecourse (for GSC/SOCers only) but most likely just a web-based resource.)

**FULL PRACTICE** **SCHOOL OF MARKETING**

**101. TWO-SIDED BUSINESS CARD**

**Use a business card that -- on the back -- describes your ideal client and the situations they find themselves in. And distribute 1000 of these over the next six months.**

**From John Smith, Entrepreneur Coach**

At first I was concerned that I would be excluding potential clients by being so specific but in the end, these cards brought me 5 new clients in six months, so I know that this approach has worked. (And, I've since had 3 more sets of cards printed, each describing different types of clients, so I can whip out the card that fits the person I'm speaking with at the moment.)

[Here's a sample of my card:](#)



[I had the cards done online at Vista Print -- about \\$100 for 4 color.](#)

[Here's how I got 1000 of them passed out in six months...](#)

-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)

**Other tips:**

-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)
-  [here](#)

**Quote from a client:**

"What got my attention was that John seemed to know what I was facing and he invited me to call him. If he hadn't made that clear, I probably would have just tossed out the card."

I wish you well with this. I know that it worked for me.

Warmly,

 [www.thomasleonard/37A93481.jpg](http://www.thomasleonard/37A93481.jpg)

John Smith

Entrepreneur Coach

<http://www.johnsmith.com>

**Additional resources:**

[Additional business card examples/messages](#)

- [1](#)
- [2](#)
- [3](#)
- [4](#)
- [5](#)

[Additional printing suggestions](#)

- [1](#)
- [2](#)
- [3](#)
- [4](#)
- [5](#)

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Anything else that we should add to this template?

Basically, ask yourself "What else would I want in order to make the most of this resource?"

If you are willing to share your suggestions, please email to [Thomas@thomasleonard.com](mailto:Thomas@thomasleonard.com), with 501 Prax in the subject line by Tuesday, February 18, 2003.

Any other comments are most welcome!

Thanks!

Best,

*Thomas*

Thomas

[thomas@coachville.com](mailto:thomas@coachville.com)

From: "Thomas Leonard/CoachVille" <[thomas@thomasleonard.com](mailto:thomas@thomasleonard.com)>  
Sender: <[CoachvilleRDTeam@news.webvalence.com](mailto:CoachvilleRDTeam@news.webvalence.com)>  
To: "Coachville R&D Team" <[CoachvilleRDTeam@news.webvalence.com](mailto:CoachvilleRDTeam@news.webvalence.com)>  
Subject: [CoachVille R&D Team] School of Performance  
Date: Mon, 10 Feb 2003 22:05:14 -0700  
Message-ID: <[AIEIIOPCMOKLJOPFKLJNKECDENAA.thomas@thomasleonard.com](mailto:AIEIIOPCMOKLJOPFKLJNKECDENAA.thomas@thomasleonard.com)>  
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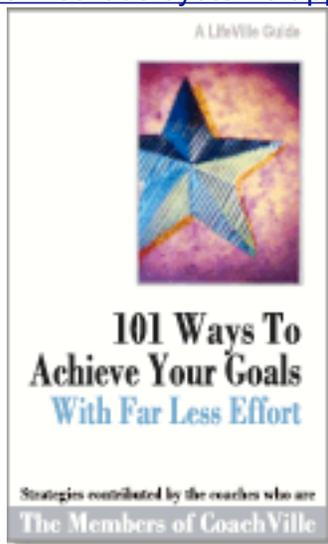
[To take a break from the R&D Team, email unsubscribecrd@coachville.com](mailto:unsubscribecrd@coachville.com)

[Tuesday, January 11, 2003](#)  
[Class ideas/titles sought....](#)  
[School of Performance](#)



The School of Performance is one of the 10 in the School of Coaching Package. We chose this focus because...

- ▶ From the client's perspective, what they want is results/outcomes/performance.
- ▶ Quite a few of the Coaching Critiques we've done have been of coaches who are casually following their clients and not focusing on clear/strong outcomes.
- ▶ There are many more ways (and progressive ways) to be effective than most people know about -- we can offer a very strong collection/training in this school.
- ▶ We've had a ton of interest in the 101 Ways to Achieve Your Goals ebook project -- and the School of Performance would be a terrific venue to teach some of these strategies/methods/systems/approaches.



- ▶ We want help to position coaching as a results-oriented solution (in addition to support, development, etc.).

What we're trying to do is to identify 100 class titles that would totally nail the world of personal and business performance.

Here's our first cut at 23 class titles...

- ▶ How to use bookending to add structure with no wiggle room
- ▶ The 7 blocks to performance and how to eliminate them
  - ▶ Identifying weaknesses and outsourcing them
- ▶ Designing the superconductive (friction-free) workplace
  - ▶ Structuring goals that inspire, not just motivate
- ▶ Benchmarking basics: Know the game that should be being played
- ▶ Faux goals and how to convert them into something worth investing in
  - ▶ Teams-on-demand for synergy, support and accountability
- ▶ The 21-day Program: Structuring actions & outcomes to be reached in 21 days
  - ▶ Designing performance measures to fit for personality types
- ▶ The concept of creative destructionism: Innovation via replacing revenue streams
  - ▶ Integrating multiple foci for simplicity and laser focus
  - ▶ Identifying and reducing opportunity costs for increased profitability
    - ▶ Quantifying the long-term value of various options
    - ▶ Building confidence through evidence and delivery
    - ▶ Breaking through inertia to sustainable momentum
    - ▶ Designing a vision that pulls you forward forever.
  - ▶ Crafting an action plan and installing support and reporting to keeping it alive
  - ▶ Using a business dashboard and other visual displays to keep focused daily
- ▶ Show staff how to set higher standards for themselves personally and their performance
  - ▶ Designing coaching to match specific performance needs.
- ▶ Upgrading to the occurrence level of performance (vs action-based performance)
  - ▶ Using the performance assessment tool to create the game for coaching

**Would you be willing to share 3 more class title ideas in the area of performance/outcomes/results/success?**

**Basically, ask yourself "What do I do that helps me reach my goals?"**

If so, please email to [Thomas@thomasleonard.com](mailto:Thomas@thomasleonard.com), with Performance in the subject line by Tuesday, February 18, 2003.

Any other comments are most welcome!

Thanks!

Best.

*Thomas*

Thomas

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