



Business Coaching Services with Dan Johnson, CEC

"Hell is knowing who you are and failing to experience it."

-- Neale Donald Walsch

Business coaching is designed to assist individuals create and sustain a desired level of business success along with balance and joy in their lives. Business coaching facilitates measurable and sustained progress toward a desired goal or result. Simply stated, business coaching helps clients thrive *on purpose*.

Specific services are tailored to the needs of each client. Depending on client need, those services may include:

Assessment: A variety of assessments are available to the client, including assessments on values, interests, career preferences, business preferences, communication styles, time management, work expectations, team dimensions, and interpersonal interaction styles. In addition, 360-degree feedback assessments are available to engage feedback from a client's boss, colleagues, and direct reports.

Coaching: Weekly coaching sessions are focused on the client's business and/or personal goals and needs. These sessions typically take place over the phone or in person and scheduled for 30 minutes each.

Fieldwork: Between coaching sessions, the client is asked to undertake one or more fieldwork assignments. These assignments are co-created by the coach and client to help the client make progress toward his or her goal. Specific plans, such as the Life Blueprint™, may be followed to create desired and sustained change.

Development Diary: The client may choose to document his or her experience with assignments and coaching sessions in a Development Diary. The Development Diary helps clients document their accomplishments, identify successes and areas they would like to further develop, and identify issues they would like to bring to the next coaching session. Many clients find it helpful to have a diary of their progress during the coaching period.

For more information, or a free goal-oriented introductory session, contact:

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Business Coaching: Frequently Asked Questions

Why business coaching?

Simply stated, business coaching helps individuals live their life *on purpose*. The coaching process helps clients accelerate a desired change in their business and/or personal lives and maintain this new way of living and being. Business coaching addresses the whole person, with an emphasis on producing action and uncovering learning that leads to more business success and personal fulfillment.

What are some of the benefits of business coaching?

Business coaching facilitates the following outcomes:

- ❑ Accelerated achievement of desired change(s) in your business and/or personal life.
- ❑ Growth or expansion in your business – even beyond what you currently think is possible.
- ❑ Improved business operations.
- ❑ Clear business strategy.
- ❑ A stronger sense of balance, fulfillment, and well-being.
- ❑ Clarity on purpose, values, and business interests.
- ❑ Improved interpersonal relationships with others at work and at home.
- ❑ Accountability with measurable weekly progress toward a desired business goal.

Who works with a certified business coach?

People work with a business coach for a variety of reasons. Some are people who:

- ❑ are in the midst of starting, growing, or transitioning their business;
- ❑ feel stuck, overwhelmed, or burned out in their personal or professional life;
- ❑ identify with “my business sucks the life out of me;”
- ❑ desire a job or career change;
- ❑ desire to be more authentic and fully express themselves through their business;
- ❑ want to strengthen their connection to energetic forces that assist in creating and maintaining a healthy business;
- ❑ want clarity about something that is “missing” from their professional or personal life.

What makes Dan Johnson’s approach stand out from other coaches?

Dan’s unique approach combines grounded coach training and experience in building his own successful business, navigating through personal life transitions, concrete techniques to work with fear, and spiritual wisdom and intuition. His “Looking Inward, Looking Outward, Looking Forward” approach to business coaching is results-oriented and focuses on measurable progress toward a client’s goals. Complementing this approach is Dan’s strong sense of Spirituality, connection to Source energy, and training and acknowledgment of intuition. Dan has worked in the corporate environment for over 25 years and knows what it’s like to be in a period of transition when you still have to “pay the bills” and not hide from life. And the feedback from Dan’s clients indicates he is very good at what he does!

Dan's business coaching approach incorporates many aspects, including:

- ❑ accredited coach training;
- ❑ experience building his own successful business on his own terms – and helping clients do the same thing;
- ❑ Life Blueprint™ career coaching certification;
- ❑ graduate training in relationship coaching;
- ❑ experience and training as a career development professional in the corporate world;
- ❑ the ability to guide a client through inner and outer work so the client can make concrete, observable changes in his or her life;
- ❑ active use and acknowledgment of intuition;
- ❑ universal principles such as the law of attraction;
- ❑ spiritual wisdom gained from “dark night of the soul” and other transition experiences;
- ❑ leadership experience from inside and outside of corporate America;
- ❑ marketing insight gleaned from working with people in cultures from 73 countries worldwide;
- ❑ a focus on specific, measurable outcomes for coaching clients.

How often do I meet with a business coach?

Most clients elect to meet weekly for 30 minutes with a coach over the phone. Some elect to meet three times per month at 40 minutes per session.

In some circumstances, clients elect a daily laser coaching approach in addition to weekly coaching. This daily laser approach is scheduled during the first two or three weeks of the coaching period. Laser sessions usually last 15 minutes each day during the week. Daily laser sessions are especially helpful to clients who feel they have no energy to make a desired change (such as making a job change or business change while working or living in a toxic environment that sucks the life out of them, or experiencing deep transition periods such as the dark night of the soul).

Why is some coaching done over the phone (or Skype) rather than in person?

When I began my first formal coach training session, I learned most coaching was done over the phone. I have to admit I doubted how effective coaching can be by the phone but gave it a try. After my very first coaching session, I learned very quickly why coaching over the phone is often more effective than in-person. Here are some of the reasons why:

- ❑ There is less distraction when working on the phone. It enables coach and client to focus more closely on the issues at hand and not be distracted by peripherals such as what each other is wearing.
- ❑ Many people feel safer to reveal themselves over the phone rather than in person. A skillful coach knows how to create an atmosphere that enables the client to feel safe with the coach more quickly than in person.
- ❑ Minimizes the cost of the coaching and saves time. You (and the coach) do not need to factor in travel time each week for the coaching session.
- ❑ It's more convenient. You can call or Skype your coach from anywhere in the world – and you don't have to worry about traffic or finding a parking space!
- ❑ It heightens the use of intuition for both the coach and client. During any coaching session, intuitive “hits” come to the coach and the client. When working over the phone, it's easier to hear and pay attention to those intuitive hits. Both coach and client are also listening with more than just their ears – they are listening to their heart, their body, and their spirit.

You get to decide whether you prefer business coaching in-person, by telephone, or a combination of both approaches.

Where is Dan's office?

Dan's office is located near the downtown Indianapolis area.

How long does the formal coaching relationship last?

Business coaching typically lasts three to six months. Sustained change does not take place overnight and even the most willing clients experience resistance to the very changes they want to make, usually mid-way during the first three month period. For this reason, a three-month initial commitment often keeps momentum going, helps the client pull through resistance, and results in some measurable progress.

Some clients choose to stay with the coaching process for a longer period of time for sustained business change and change in other areas. Occasionally a client will request a single session to get them jump-started.

How much does business coaching cost?

A coaching strategy and schedule is co-created with the client to meet his or her specific needs. Clients often choose to have coaching sessions on a weekly basis. In some circumstances, clients elect to have daily "laser" coaching sessions during the first two or three weeks – especially if they are experiencing extreme discomfort such as during "dark night of the soul" periods or when working in a toxic work environment that seems to suck the life energy out of them. Typical coaching fees for a single one-hour coaching session are \$500. A monthly coaching program ranges from \$600 - \$2000 per month.

What payment options are available?

Clients are offered a variety of payment options so they can select the option that best suits their present circumstances and comfort level. Clients can pay monthly by check, VISA, MasterCard, American Express, or Discover.

What do I do next? How do I know if coaching is for me?

Contact me immediately for more information. You'll get a chance to experience a bit of coaching (which is really the best way to learn what coaching really is) and get a sense of what is possible by working together.

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About Dan Johnson, CEC Performance Mastery



Dan Johnson is President of Performance Mastery, a coaching and performance consulting firm located in Indianapolis, Indiana. Dan has been coaching individuals on leadership effectiveness, authenticity, self-empowerment, relationship, and life fulfillment issues for over 20 years. Among his clients have been leaders and individuals throughout North America, South America, Europe, and Asia.

Dan's success with coaching has been driven by his creative and intuitive approach to helping a variety of people achieve desired results. His experience has included roles as consultant, coach, trainer, and performance improvement professional in the U.S. and abroad. As a coach he has helped hundreds of leaders become more effective in their role, improve their own performance or the performance of their employees, make a career change, reduce conflict and increase productivity among teams, renew their enthusiasm for their profession, increase profitability, and create environments where people can do their best work. His personal coaching work has helped clients be more effective on the job, live more authentically, access and trust their intuition, live more fulfilling lives, and attract (rather than struggle for) what they want to their lives. His work as both internal and external consultant has contributed to the success of Eli Lilly & Company; WellPoint; Roche Diagnostics; Clarian Health Partners; Good Samaritan Hospital; Richard L. Roudebush VA Medical Center; Bausch + Lomb; Kroger; State of Indiana Attorney General's Office, American United Life Insurance Company; Chase Bank; Golden Rule Insurance Company; Indiana Farm Bureau Insurance Company; Kiwanis International; American Legion Auxiliary; and Indiana University. He is a current adjunct faculty member for Indiana University where he teaches the Leadership Certificate program and courses on workplace performance improvement.

Dan graduated Phi Beta Kappa with a B.S. from Purdue University in Financial Planning and an M.S. from Indiana University in Instructional Systems Technology. He earned the Certified Excellence in Coaching designation through the Institute for Professional Excellence in Coaching and completed graduate coach training in Relationship and Organizational Systems through the Center for Right Relationship. He is a Certified Life BluePrint™ career coach and a third-year graduate of the Indianapolis Gestalt Institute. Dan is a member of the Association for Career Professionals International and a past president of the Greater Indianapolis Chapter of the International Coach Federation, the Central Indiana chapter of the American Society for Training and Development (CIASD), and the Indianapolis chapter of the International Society for Performance Improvement (ISPI).

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