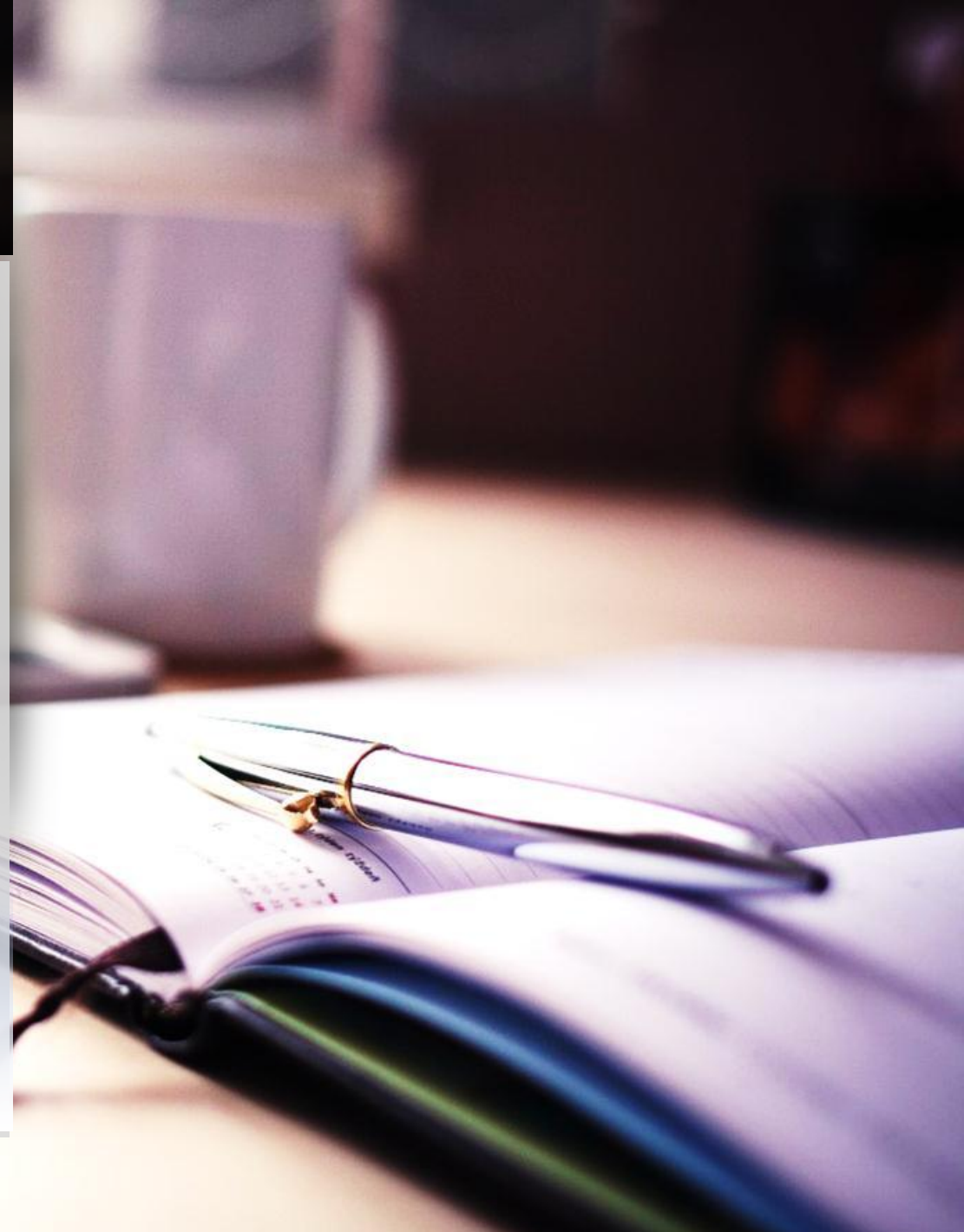


# THE CENTER FOR EXECUTIVE COACHING PRESENTS PROFITABLE COACHING NICHEs



# AGENDA

- WHY COACHING IS A GREAT CAREER
- WHY CHOOSE A NICHE
- THE 70/30 RULE
- BEST EXAMPLES OF COACHING NICHEs TODAY
- THE CEC ADVANTAGES AND WHAT YOU RECEIVE



# INTRODUCTIONS

“ I have personally had a 400% ROI from the courses I've taken with The Center for Executive Coaching. The approach is straightforward, easy to comprehend, and rooted in deep understanding of what it takes to be successful.”

**ERIC ANDERTON**



# Quick Bio

**“Andrew is the best Coaching teacher I have ever had, bar none, and I have had a few.” – Harjot Singh, MD**

- ▶ Father (3 children) and husband, tennis player, avid reader and writer
- ▶ Founder and Director, Center for Executive Coaching, an ICF-accredited ACTP
- ▶ Coaching practice with emphasis on technology, healthcare, professional services, elite performers, and organizations going through significant change
- ▶ Author of three Guerrilla Marketing books including *Guerrilla Marketing for Coaches; The Way to Coach Executives;* and *Elegant Leadership;*
- ▶ Developer, The Coach Master Toolkit, the Leader’s Coaching Toolkit, and the Leadership Academy in a Box
- ▶ MBA, Harvard Business School



# Center for Executive Coaching

“

I cannot express how incredible the executive coaching program is at CEC. When I stumbled upon the page, I wanted to join immediately, but told myself to wait and try to find a reason why this was 'too good to be true'. So, I searched and searched and everything that I looked at checked out, so I joined. Andrew has been so incredible and so accommodating. He avails himself to me when I need him and he never stops teaching. Now, I feel like I have the tools needed to start and grow my coaching business. If you are looking for 'light coaching', this isn't the place. If you want to have everything that you need to start, run, and scale your business, then CEC is the place to be!

**Temeca Richardson, Executive Coach**

- ▶ Leading coach training company for coaching leaders, business owners, managers, up-and-coming talent, and professionals
- ▶ 1,000 graduates in 32 countries, from some of the top companies in the world
- ▶ For internal and external coaches, and leaders who want to coach
- ▶ ICF ACTP and also approved for BCC certification training in addition to our designation Certified Executive Coach

# 5 REASONS

## WHY COACHING IS A GREAT CAREER



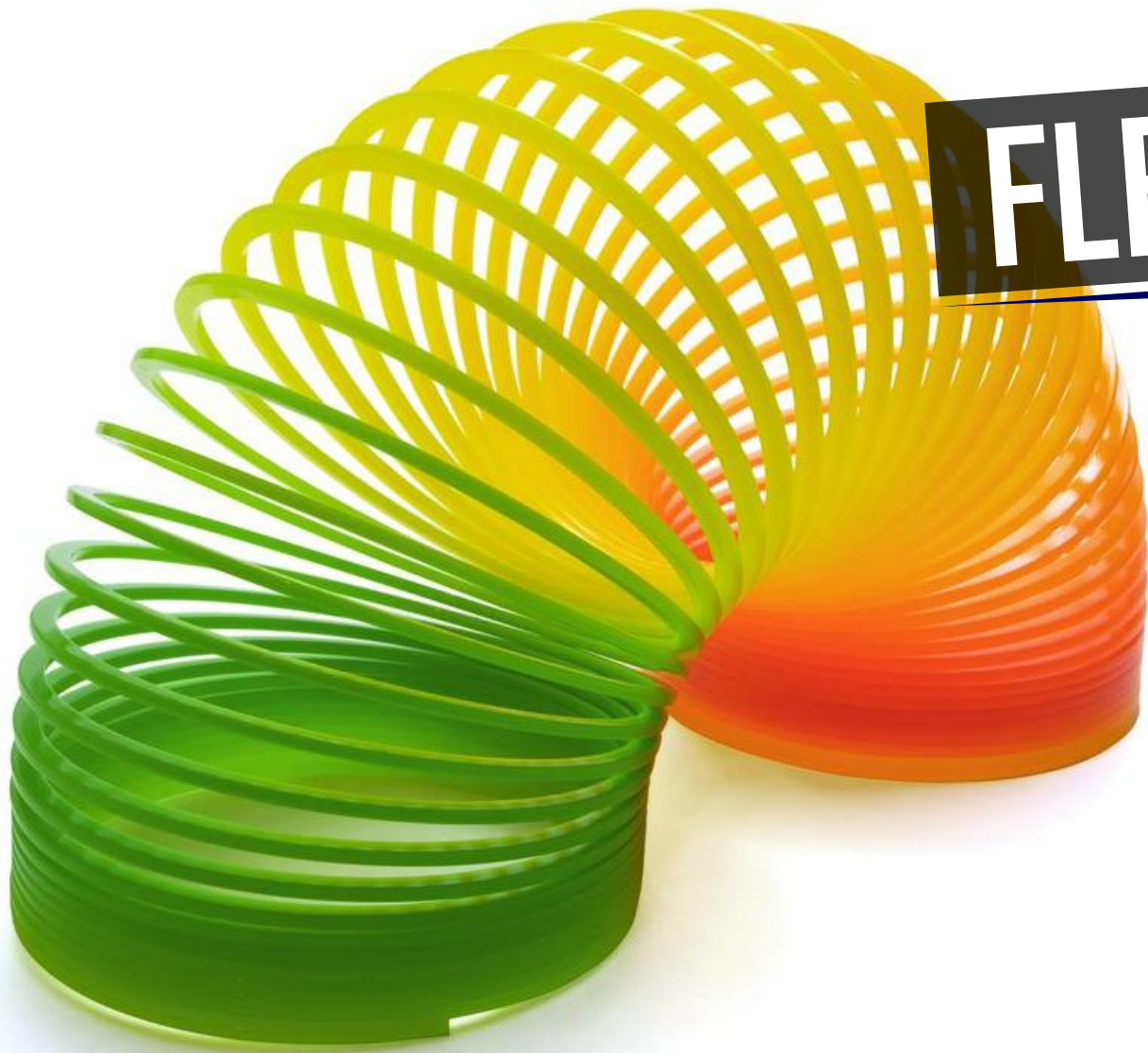
1

# HAVE IMPACT



2

**FLEXIBLE**





# 3 LUCRATIVE



**4**

**NATURAL EXTENSION  
OF YOUR EXPERTISE  
AND SUCCESS**



# FULFILLING 5

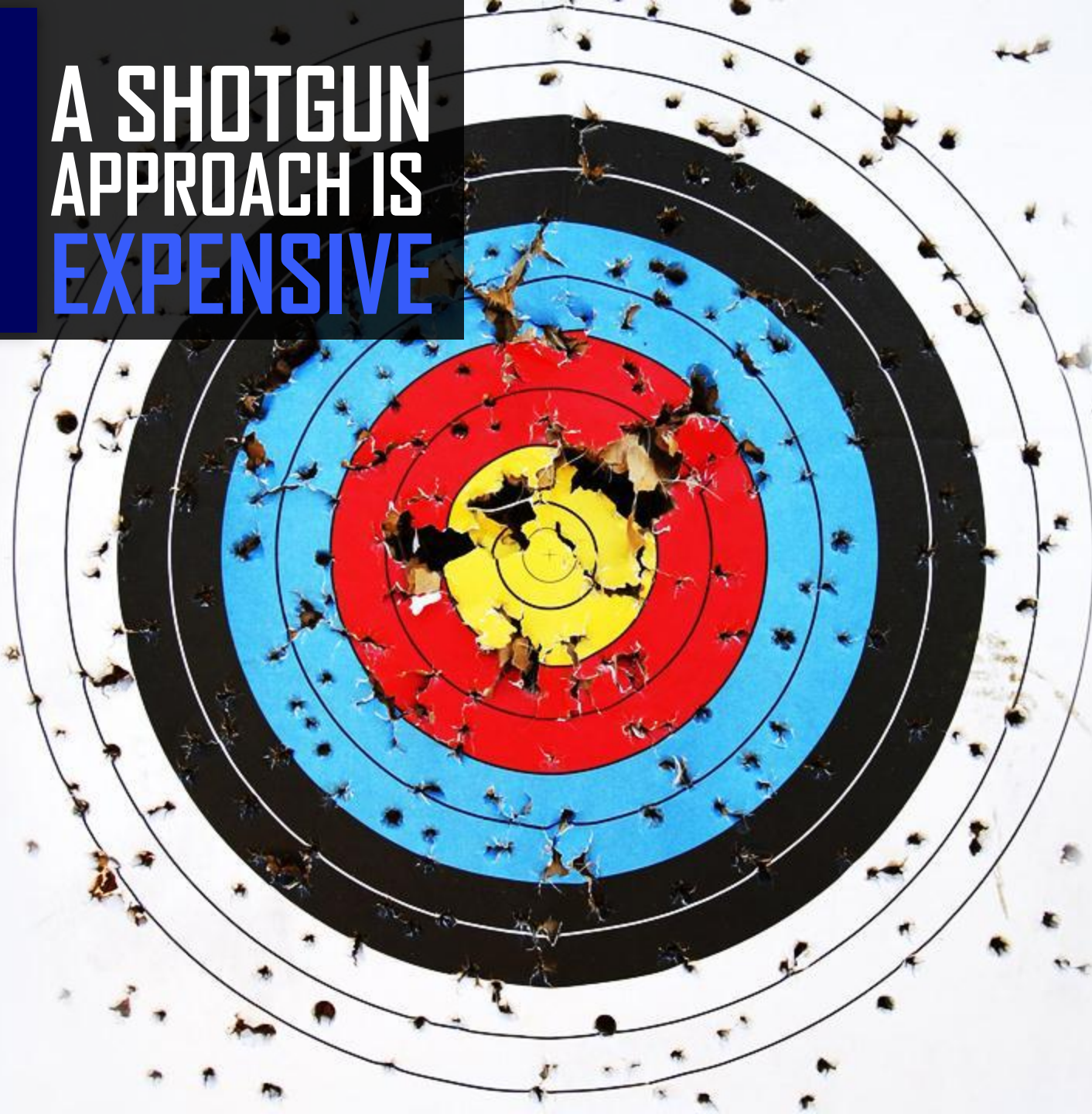


# 3 REASONS TO CHOOSE A NICHE



1

A SHOTGUN  
APPROACH IS  
EXPENSIVE





# 2 GAIN CREDIBILITY BY SPEAKING THEIR LANGUAGE

3

STAND OUT  
MORE EASILY



# THE 70/30 RULE





A blurred background image showing two people sitting on chairs, facing each other in what appears to be a meeting or coaching session. The image is out of focus, emphasizing the text overlay.

**25 Profitable  
COACHING NICHES  
TODAY**

1

# HEALTHCARE DELIVERY

MEDICAL

MEDICAL

MEDICAL

MEDICAL

MEDICAL

MEDICAL

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency





**2**

**NON-PROFIT**

3

UNIVERSITY



4

# INTERNAL IT

map navigation

world data

statistics

Finance Business Culture  
Weather Sport News Video  
Technics Files  
Electronics Shopping Design  
Mail Internet Maps Radio  
Book Travel Tech  
Entertainment Security  
Real Estate Companies  
Jobs Genetics Vacancy  
Job Diseases People

Access solutions

- money transfer
- net banking
- strategic planning
- subsidiaries
- video conferencing
- email, file
- database systems

Entertainment

- films
- music
- games
- e-books
- chats

Internet

- websites
- hosting
- banners
- searching systems
- blogs
- chats
- applications

Business solutions

- money transfer
- net banking
- strategic planning
- subsidiaries
- video conferencing
- email, file
- database systems

data centers



Header 1 "Data center infrastructure" 1  
parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1

Header 2 "Data center" 1  
parameter 10 "Infrastructure" 1  
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parameter 10 "Infrastructure" 1  
parameter 10 "Infrastructure" 1





**5**

**TECHNOLOGY  
COMPANIES**

6

**CLINICAL  
SCIENTIFIC  
TECHNICAL EXPERTS**



**7**

**FAMILY  
BUSINESS**







8

**BANKING**



**9**

**PROFESSIONAL**

**SERVICES**

**10**

**OVERSEAS EXPANSION** **EXPATRIATES**



11

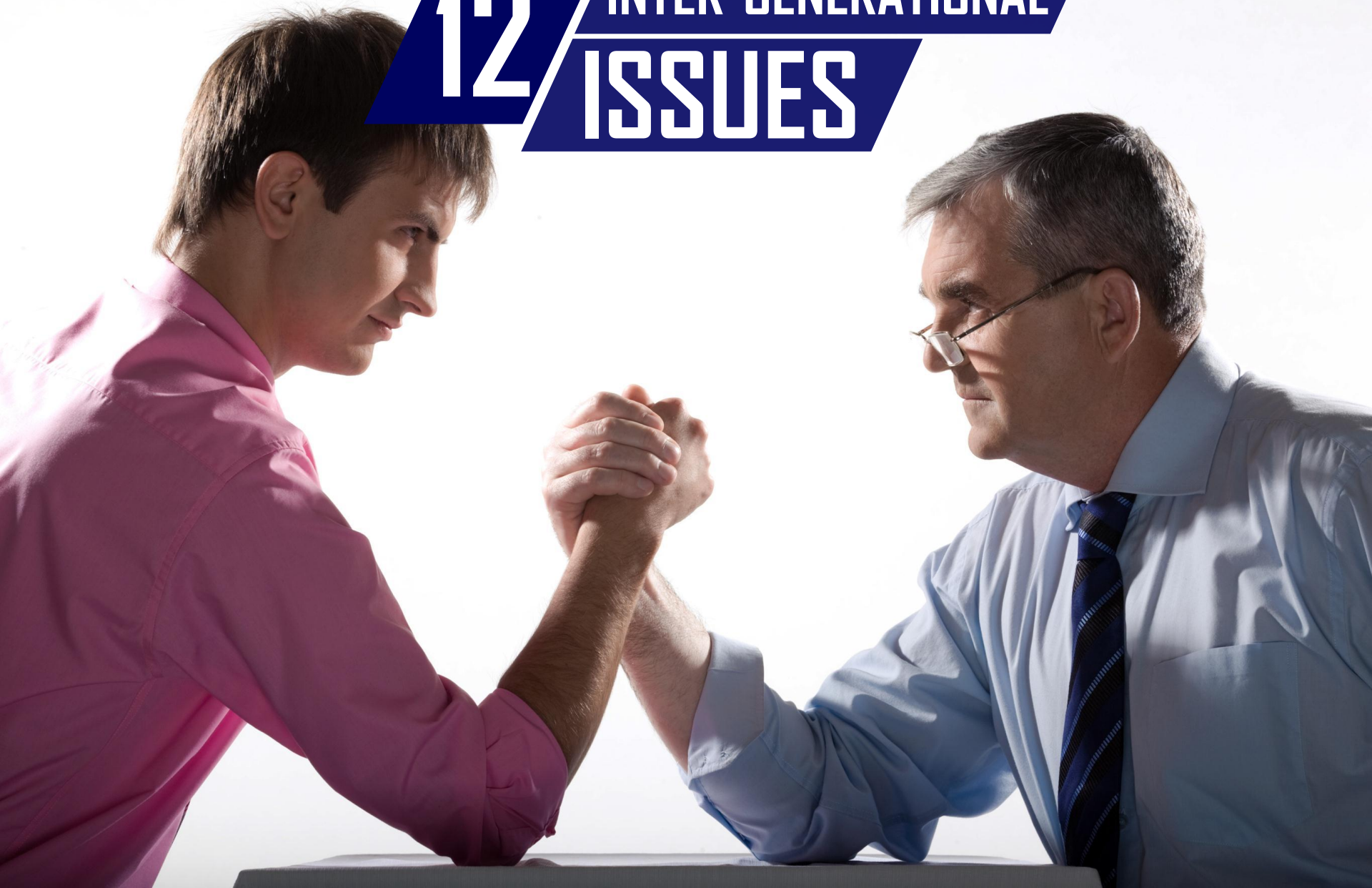
# SALES MANAGERS



12

INTER-GENERATIONAL

ISSUES





**13**

**FRANCHISES**  
**MULTI-UNIT**

# QUICK BREAK: THE CENTER FOR EXECUTIVE COACHING ADVANTAGES

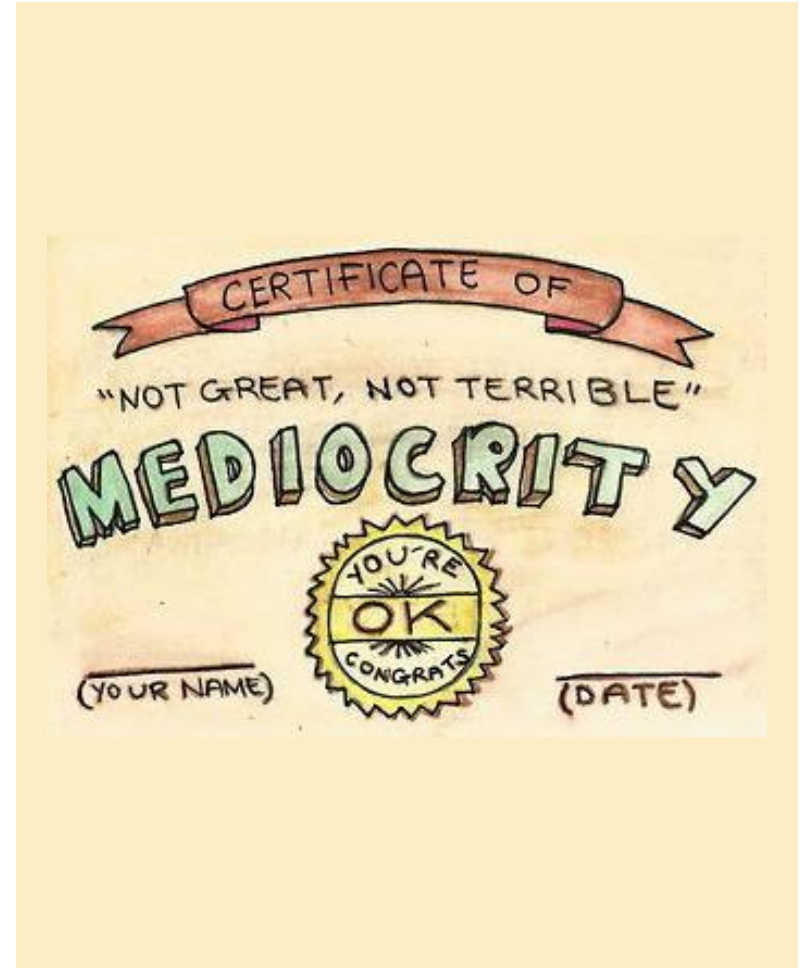
Having competed in four Olympic Games and experienced the best that coaching has to offer in the athletic arena, I know expert skills in this field when I see them. Andrew Neitlich's Center For Executive Coaching is unmatched. It was obvious that every person in my cohort graduated armed and ready to implement our visions with the CEC's proven processes.

It was a true pleasure, and beyond a worthy investment, to take part in the Coaching program.

**SHEILA TAORMINA FOUR-TIME OLYMPIAN,  
AUTHOR, AND SPEAKER**

# FIRST, NOTE THAT EVERY ICF ACTP OFFERS....

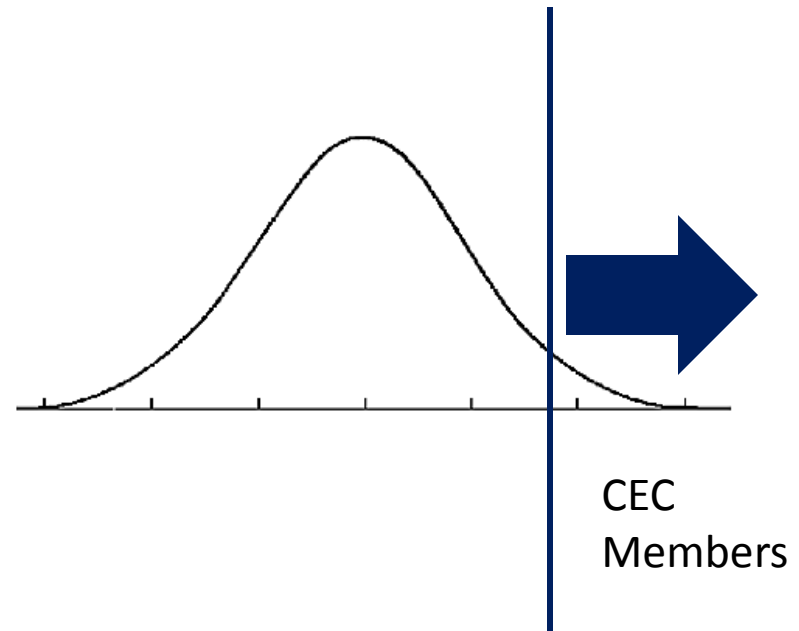
- ICF core competency training
- Cohort with whom to practice coaching
- Hours towards the ICF designation
- Required mentor coaching





# OUR GOAL FOR MEMBERS GOES MUCH DEEPER....

- Be in the top 5% of coaches worldwide
- Deliver unmatched value and significant, measurable results for clients
- Feel confident, energized, and passionate about what you do



# 1

## ONE: REAL-LIFE COACHING CASES AND DATA

- ▶ Actual client 360 verbal reviews
- ▶ Real off-the-shelf assessments – shown in the context of the overall coaching assignment
- ▶ Executed coaching contracts
- ▶ True coaching plans
- ▶ Examples of coaching review documents
- ▶ We practice real coaching with our executive-level members and as case studies based on actual engagements



# 2

## 27 PRACTICAL, POWERFUL METHODOLOGIES (PART 1 - BENEFITS)

### BENEFITS

- ▶ Proven to get results and bring value
  - ▶ Focused on the top challenges clients have
  - ▶ Turnkey so that you can use them immediately
  - ▶ Great source for you to give talks, write articles, and ultimately develop your own intellectual property
- ▶ Grounded in the best practices of psychology, neuroscience, emotional intelligence and leadership
  - ▶ Covers the key conversations to have with clients for robust, deep, and thorough discussions

# 2

## 27 PRACTICAL, POWERFUL METHODOLOGIES (PART 2 - EXAMPLES)

### EXAMPLES

- ▶ Engage and mobilize people
  - ▶ Create an effective team
  - ▶ Resolve conflict
  - ▶ Set strategic direction
  - ▶ Influence with impact
  - ▶ Communicate powerfully
  - ▶ Manage up, down, and across the organization
- ▶ Succeed in a new role
  - ▶ Execute effectively
  - ▶ Handle overwhelm/manage multiple priorities
  - ▶ Plan for succession
  - ▶ Create a high-performance culture
  - ▶ ...and 15 more methodologies addressing key issues that leaders face

# 3

## BEST MARKETING SUPPORT IN THE INDUSTRY

### Illustrative Topics

- ▶ Step-by-step process to set yourself apart and attract clients
- ▶ Clinics on conversations to close engagements
- ▶ How to coach prospective clients through the buying process so that you don't have to sell
- ▶ How to choose the right niche for you
- ▶ Create a compelling marketing message
- ▶ The most effective ways to get visible
- ▶ Online and old-school marketing
- ▶ How to extend engagements

### Features

- ▶ One-on-one support whenever you wish
- ▶ Participation in our Business Development Intensive
- ▶ Dozens of toolkits that walk you through the process and make it easy for you
- ▶ Proven templates and examples of marketing materials
- ▶ Review of your marketing materials and action plan
- ▶ For internal coaches, review of your programs and how to establish greater credibility

# 4

## TOP-TIER PARTICIPANTS AND COHORT

### Typical Participants

- ▶ Current or retired executives
- ▶ HR leaders
- ▶ Entrepreneurs
- ▶ Successful consultants, speakers, writers
- ▶ Psychologists
- ▶ Physicians, attorneys and other highly educated professionals
- ▶ Returned military leaders
- ▶ Professional and elite athletes and sports coaches

### Our members work/have worked at these organizations...

- ▶ IBM
- ▶ Aflac
- ▶ Kaiser-Permanente
- ▶ Army/Navy/Air Force/Marines
- ▶ Macy's
- ▶ Ralph Lauren
- ▶ NBA
- ▶ Deloitte
- ▶ Booz Allen
- ▶ Stryker
- ▶ Ascension Health
- ▶ Google
- ▶ Microsoft
- ▶ Laser Spine Institute
- ▶ United Nations
- ▶ Coca-Cola
- ▶ NY Life
- ▶ LexisNexis
- ▶ Thomson Reuters
- ▶ ...and many more

# 5

## OPEN NEW DOORS

Be a trusted, strategic advisor who addresses many challenges for your clients

Get multiple openings to attract clients, based on your style and interests: coaching, assessments, facilitation, training, and more

Create passive income if you want, for instance by writing books, speaking, or hiring other coaches under you



# 6

## LIFETIME SUPPORT

- ▶ You are always a member
- ▶ You can always ask for support
- ▶ You can always join our teleclasses
- ▶ You always have access to your member area
- ▶ We take pride in staying in touch with our graduates and helping them continue to succeed





# EXAMPLE FROM CEC MEMBER

- ▶ The impact of the Center for Executive Coaching has been instrumental for growing my business.
- ▶ What was a one-year contract has been re-upped continuously to a three year contract and given me over \$150,000.
- ▶ The program has meant in a way that allows you to get in the room with serious businesspeople who are smart, and seasoned, and run in top circles. I am in the running now for a major project now that has me presenting to a well-known billionaire and his Board of Directors. I could not have done this without this program. There is a substance and a rigor to it.



# EXAMPLE FROM CEC MEMBER (continued)

- ▶ Everyone says they coach right now, but many coaches are not talking about anything. Many of the businesspeople I know now would not talk to most of them; they would leave the room if they heard most coaches talk the way they talk. This program gets me in the room with top decision makers, because of the substance.
- ▶ The CEC just put my practice in a completely different orbit. It has really primed me to run in executive-level circles and have them say to me, "You have helped me think better" and "You have helped me accomplish things I didn't think I could accomplish." It has taken my business to what feels like the stratosphere.

-- Kelley Black, Founder and CEO, Balancing the Executive Life





**25 Profitable  
COACHING NICHEs  
TODAY  
(14-25)**

14

GROWTH COMPANIES  
REACHING  
MATURITY



15

**HIGH POTENTIAL  
EMPLOYEES**



**16**

**STRATEGIC  
PLANNING**



17

EXIT / SUCCESSION  
PLANNING





**18**

**PERFORMANCE  
IMPROVEMENT**





**19**

**EXECUTE/  
IMPLEMENT  
EFFECTIVELY**





**20**

**HIGH-PERFORMANCE  
TEAMS/COLLABORATE**

**21**

**OVERWHELM/  
TIME  
MANAGEMENT**





**22**

**ENGAGE**

**&**

**MOBILIZE**

23

**CULTURE  
CHANGE**



24

**INFLUENCE/  
LEADERSHIP  
COMMUNICATION**



25

THE LEADERSHIP  
TUNE UP



# EXACTLY WHAT YOU RECEIVE FROM THE CEC

"I have to say [the CEC] is one of the best programs I have ever attended. And believe me, as an HR Professional, I have attended many! 1) Andrew understands that executives have very limited time to spare, and zero time for fluff coaching. The CEC program teaches value-focused, results-driven coaching; real results, real situations, real solutions. It's reality in today's world, and Andrew has proven methods and tools that are spot on & Incredibly useful. 2) Andrew's personal style and approach is awesome! He provides the right mix of support while giving you the freedom and opportunity to push yourself to the next level and really groom and grow your coaching skills. Andrew's wealth of experience is unbelievable, and he is very open in sharing his experiences as learning opportunities for his CEC Coaches. Once you go through this program, you are a member for life, and therefore the learning opportunities never end.

**KELLY HAMM, HR**

STRATEGIC BUSINESS PARTNER / CERTIFIED EXECUTIVE COACH  
/ORGANIZATIONAL DESIGN CONSULTANT / COMMUNICATIONS CONSULTANT



# The CEC Pledge

1. Our primary goal is YOUR SUCCESS.
2. Our program is designed to show you how to deliver extraordinary value and measurable results to your clients with confidence and competence. We want your clients to rave about you to others and continue to hire you over the long term.
3. Whether you are an internal or external coach, building credibility to your clients and sponsors is essential. We provide industry-leading, in-depth guidance to do that.
4. I will provide the highest level of personal support possible for you, including one-on-one discussions and a rapid turnaround time in responding to your requests and questions.
5. You can rely on consistently high quality of instruction during your program. I personally teach the majority of the content, unlike other programs in which a mixed bag of instructors run classes.
6. My team and I will go out of my way to help you achieve your specific goals and aspirations as a leading executive coach and advisor.
7. Once you join our program, you are a member for life. We don't just cut you loose after you graduate.

# YOU RECEIVE....

1. 445-page proprietary manual and textbook "The Way to Coach Leaders, Executives, and Managers"
2. 3 weekly one-hour teleclasses (Tuesday 1 pm ET, Thursday 12 noon, Friday 12 noon), all recorded in case you miss any
3. Monthly webinars about different coaching situations
4. Member area with hundreds of hours of teleclasses, demonstration videos, and toolkits
5. 27 coaching methodologies in Word format with instructional webinar
6. Coaching contracts and forms
7. Actual assessments – including an industry leading assessment that you take and review
8. Business development intensive program, including step-by-step toolkits to identify your niche, attract clients, close engagements, and keep clients for the long term
9. One-on-one support anytime you need it
10. Our online coaching question generator, with over 1,000 powerful coaching questions indexed for different situations
11. Match up with fellow members
12. Designation: Certified Executive Coach (along with BCC and ICF ACTP if those are your goals)
13. Bonus added if you email us the code "Blue" after registering:
  - a) Career Coaching Certification
  - b) Business Coach Certification

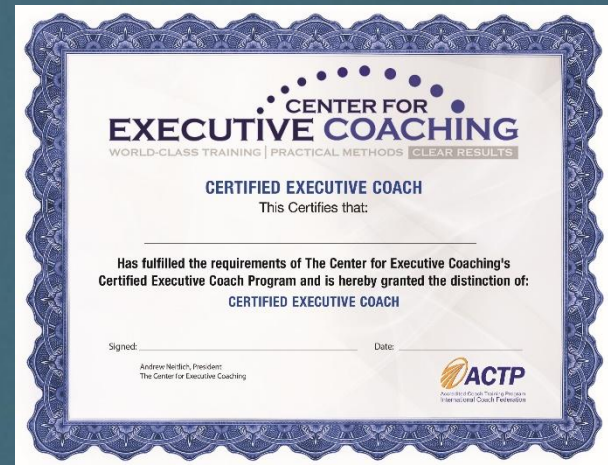
# FLEXIBLE OPTIONS AND PRICING

- ▶ Distance Learning for “Certified Executive Coach” designation
  - Complete by submitting six recordings of your coaching that we review together, one at a time
  - 90 total hours of content if you want to earn the ICF designation
- ▶ Full ICF ACTP for the ICF designations (ACC, PCC, MCC)
  - Adds the 10 hours of required mentor coaching
- ▶ In-Person Seminar for “Certified Executive Coach” designation
  - 3.5 days and accelerates the ACTP program
  - You leave with our designation, “Certified Executive Coach”
  - Professionals from around the world rave about the content, energy, and power of our seminar
- ▶ All programs include the BCC (a leading certification for those who have a Masters degree or higher)
- ▶ We can stretch out payments over 10 months – or a bit more to make sure that cash flow does not keep you from joining our programs



# NEXT STEPS

- Please review our website at <http://centerforexecutivecoaching.com>
- Let's set up a meeting to discuss your goals and the best program for you
- If you want to test the water first, you can start with our Business Development Intensive and/or Coach Master Toolkit
- Email me at:  
[andrewneitlich@centerforexecutivecoaching.com](mailto:andrewneitlich@centerforexecutivecoaching.com)  
or [info@centerforexecutivecoaching.com](mailto:info@centerforexecutivecoaching.com)



# THANK YOU

PLEASE TAKE ACTION TO GET STARTED TODAY.

# CenterForExecutiveCoaching.com

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