



## ***Business Leadership Coaching***

DEFINE

ALIGN

**Define and Align:** Personalized engagement to develop or review strategy, plans, organization and portfolio to define and prioritize achievable goals and align activities and organization with strategy.

- **Business Plan:** Basic business elements to start up or re-evaluate your business
  - Define offerings, pricing, target market and market opportunity
  - Document competition and competitive threats
  - Marketing and sales plan
  - Digital footprint and social media plan
  - Basic Profit and Loss, Breakeven analysis and cash flow analysis
  - Anticipating and dealing with risks
  
- **Strategic Plan:** Defining your business and vision for the future
  - Identify vision, core values, culture and branding
  - Define goals and success strategy
  - Identify key talent requirements
  - Develop strategic plan with 1, 3 and 5 year horizon.
    - Focused 90d plan
  
- **Organizational Assessment and Alignment:**
  - Detailed review of business and processes to identify health and focus areas for improvement.
  - Assess financial health, determine annual income requirements, review revenue sources, and budget.
  - Review current activities and projects for alignment with business goals.
  - Recommendations to improve and streamline operations.

PLAN

EXECUTE

**Plan and Execute:** Personalized coaching sessions to develop project orientation, build skills, confidence and insure success. Review of resources, projects, plans, and risks to identify and address gaps, improve productivity and streamline operations.

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