



## ***AWC Business Coaches***

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*"Bringing out the very best in you and your firm."*

***[www.bizcoaches.com](http://www.bizcoaches.com)***

***1-888-407-8587***



# What is a “Business Coach”?

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- **Personal Trainer** for career or business
- **Mentor** for fast-track managers and executives
- **Guide** to help avoid pitfalls/avalanches/predators
- **Catalyst** to accelerate success
- **Trusted Advisor** to recommend solutions
- **Sounding Board** to analyze strengths & weaknesses
- **Objective Third Party** as extension of your leadership team
- **Specialist** who's already been where you're going
- **Change Agent** for startups/turnarounds/growing companies
- **Compass** to keep clients focused & moving in right direction
- **Friend** to bring out the best in a person or team
- **Board Member** to introduce outside cross-industry ideas

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**Unlike “consultants”, business coaches teach their clients how to improve, then leave the skill, value, quality, or approach with the client.**



## **Who benefits from working with AWC?**

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- **Established Corporations**  
(Small Firms, Mid-Size Businesses, Large Corporations)
- **Startups & Business Incubators** (all sizes)
- **Turnaround Candidates** (all sizes)
- **Career Coaching Candidates**  
(Individual Executives, Owners, Managers)
- **University Coaching Programs**
- **"Forty Under Forty" Leadership Groups**
- **Alliance Partners**

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***Anyone facing business challenges.***



# Remember... a coach who helped you in high school or college?

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- Patient
- Understanding
- Knowledgeable
- Helpful
- Firm but fair
- Encouraging
- Insightful
- Objective
- Good listener
- Believed in you
- Knew your strengths
- Built your confidence
- Set goals with you
- Overcame weaknesses
- Was always there for you
- Shared his/her experiences
- Inspired you
- Someone you could talk to

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***Except for your parents, your biggest fan...  
and sometimes your sternest critic.***



# What kind of person chooses to work with a business coach?

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- Good decision-makers and planners
  - Confident professionals
  - Growing firms with strong competitors
  - Aggressive executives
  - Energetic entrepreneurs
  - Established business owners in slow markets
  - Successful, open-minded leaders and owners
  - "40 Under 40" candidates
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***Smart and successful people.***



## **Who is *AWC Business Coaches*?**

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We are a cross-industry consortium of *Business Coaches* who function as trusted advisors to senior management teams with companies of all sizes. We also serve as personal business coaches for executives, owners and managers.

Our coaches average over twenty years of experience in their fields and are dedicated to helping our clients identify, prioritize, and resolve their most challenging business problems quickly, efficiently, and discreetly.

Headquartered in New York with resources nationwide and in Canada, we are available to you in a mixture of on-site-in-your-boardroom coaching, as a remote virtual team, or on a blended basis to maintain the right balance of face-time and cost-effectiveness.



## **What is AWC's "Reason for Being"?**

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AWC Business Coaches succeeds by helping our clients identify, understand, categorize, and prioritize their biggest business challenges, then meticulously matching business leaders and leadership teams to Business Coaches, who offer the best combination of experience and encouragement necessary to reach higher levels of success, or move in new and more profitable directions. Our client's success is our success.



# What services and capabilities does *AWC Business Coaches* offer?

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- Strategic Planning
  - New Business Startups
  - Adaptive Business Design
  - Strategic Alliance Development
  - Market Development
  - Marketplace Analysis & Positioning
  - Customer Base Segmentation
  - New Customer Acquisition
  - Acquisition Research & Planning
  - Business Turnaround Projects
  - Business Brokering
  - Corporate Board Memberships
  - Customer Experience Design
  - Ideation & Review Panels
  - Innovation Management
  - International Business Development
  - e-Learning Strategies
  - Go-to-Market Strategies
  - Sales Team Development & Training
  - Successful Boardroom Selling
  - Sales Leadership
  - Workshop Facilitation
  - ROI Modeling & Cost Justification
  - Business Cases & Business Plans
  - Web-Enabled Business Transformation
  - Six Sigma Process Management
  - Workforce Change Management
  - Vendor Evaluation & Software Selection
  - IT Strategies
  - Leadership Training
  - Executive Coaching
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***Our coaches have mastered many specialty skills.***

# What is the profile of a client that gets the most value from AWC?

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- Someone who makes the connection between a problem he/she is facing, and the solution we describe, and is ready to *act on it*.
- Someone who invests personal time in understanding the approach we propose in order to assess what it will take to implement.
- Someone who is convinced the changes required should happen on their watch.

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***An innovative leader with a vision...  
and a conscience.***



# How are client coaching needs matched against AWC's coach roster?

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- Client business challenge(s)
- Coach personalities and styles
- Client culture and size
- Client organizational structure
- Client industry
- Client type (startup, existing, turnaround, etc.)
- Client timing and coach availability
- Primary Coach assigned to client suggests additional resources if/when/as needed

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***Based on their business challenge(s) our clients gain access to all of our coaches as needed.***



# What professional affiliations can AWC leverage for its clients?

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- American Management Association
- American Marketing Association
- Experience Management Institute
- International Coach Federation (ICF)
- Marketing Executives Network Group
- Northeast HR Association (NEHRA)
- Product Development Managers Association
- Turnaround Management Association (TMA)
- Worldwide Association of Business Coaches (WABC)

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***Our professional affiliations position us to bring additional talent to you if/when/as needed.***



# Who are some of the organizations our Business Coaches have helped?

## **Advertising**

Ogilvy and Mather

## **Automotive & Aerospace**

AutoNation  
Boeing  
General Motors  
General Motors University  
Lockheed Martin

## **Biomed/Health Care/Pharmaceuticals**

Beckman Coulter  
Blue Cross / Blue Shield (NY and Florida)  
Doylestown Health & Wellness Center  
North Broward Hospital District  
Pfizer  
Radiology Corporation of America  
St. Peters Hospital (Albany NY)  
UCB Pharma

## **Chemical**

Loctite  
Urecoats

## **Consulting**

Accenture  
American Management Systems  
Aragon Consulting  
Booz Allen & Hamilton  
Computer Sciences Corporation  
Ernst & Young  
Experience Engineering  
Mainspring Consulting  
Mckinsey Consulting  
MindSpring  
Mitre Corporation  
Proudfoot Consulting  
UCC management Consultants  
Vector Research Incorporated

## **Consumer Package Goods**

Borden Company, Ltd.  
Clorox  
Coca-Cola  
GlaxoSmithKline  
International Multifoods  
Mars Candy / M&M  
R J Reynolds Tobacco Holdings, Inc.  
Standard Brands (now Nabisco)

## **Distribution**

Arnold Industries  
Baker & Taylor Books

## **Electronics/Software/Technology**

Apple Computers  
Compaq  
Digicomp Research Corp.  
Digital Equipment Corporation  
Fairchild Semiconductor  
GTE  
i2 Inc.  
IBM  
Innovative Dynamics Inc.  
Intel  
Kodak  
Microsoft  
Motorola  
Oce  
Olympus America  
Respironics  
Siemens  
Sun Microsystems  
Susquehanna Resources & Environment, Inc.  
Texas Instruments  
Xerox

## **Financial Services**

Aetna  
American Express  
Atlantic Federal Savings Bank  
Chipper Nederland  
Citigroup  
Drexel, Burnham & Lambert  
Howard Savings Bank  
ING Bank  
Merrill Lynch  
Mutual of New York  
Old Mutual Insurance  
Postbank  
Rabobank  
State Farm Insurance  
The International Finance Corporation  
Union Planters Investment Banking Group  
Union Planters National Bank  
Wachovia

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***In 2004 we are replacing our national "road warrior" business model with a regional model (less travel).***

# Who are some of the organizations our Business Coaches have helped?



**AWC Business Coaches**

*"Bringing out the very best in you and your firm."*

## **Government, Federal**

Central Intelligence Agency  
Defense Intelligence Agency  
Environmental Protection Agency  
Executive Office of the President  
Federal Bureau of Investigation  
Federal Consulting Group  
Federal Reserve Board  
Internal Revenue Service  
NASA  
National Air and Space Intelligence Center  
National Drug Intelligence Center  
National Gallery of Art  
National Ground Intelligence Center  
National Imagery and Mapping Agency  
National Institutes of Health  
National Security Agency  
Navy & Marine Corps Intelligence Training Ctr.  
Small Business Association  
US Air Force  
US Army  
US Bureau of Immigration & Customs Enforcement  
US Bureau of Customs and Border Protection  
US Center for Security Evaluation  
US Department of Agriculture  
US Department of Defense  
US Department of Labor  
US Department of State

## **Government, State and Local**

Arlington County (Virginia)  
District of Columbia Library System  
Enoch Pratt Free Library (Baltimore, MD)  
Michigan Board of Education  
New York State Civil Service  
New York State Department of Education  
New York State Department of Health  
New York State Department of Labor  
New York State Lottery  
Wisconsin Dept. of Public Instruction

## **Hospitality**

Wingate Inns  
Carlson-Wagonlit

## **Manufacturing, Discrete**

Alphametals  
Brown & Sharpe Manufacturing  
Burlington Industries  
Consolidated Engineering  
Carrier  
Corning  
Levi's  
Nutrasweet  
Otis Elevator

## **Publishing**

Atlanta Journal-Constitution  
Space.com  
Thomson Publishing  
Tribune Company

## **Real Estate**

Cendant  
Charles E. Smith Commercial  
Real Estate Co.

## **Retail & Consumer Services**

BarCharts  
Best Buy  
Bob's Stores  
JM Family Enterprises  
Kinko's  
Martha Stewart  
Mayor's Jewelers  
McDonald's  
Moore's Lumber  
Office Depot  
The US Mint  
Val-Pak  
World Wide Retail Exchange

## **Shipping & Transportation**

Air Canada  
Delta Airlines  
DHL Worldwide Express  
Federal Express  
Ryder System, Inc.  
Tropical Shipping  
United Parcel Service

## **Telco/Utilities & Entertainment**

AT&T  
BellSouth  
CNN  
DirecTV  
ECI Telecom  
MCI  
Southern Company  
Verizon Wireless

## **Trade or Professional Associations**

American Bankers Association  
American Society for Training & Development  
Center for Innovative Technology  
Chemical Manufacturers Association  
International Association of Amusement  
Parks and Attractions

## **Universities**

Florida Atlantic University  
George Mason University  
Georgetown University  
Syracuse University  
University of Virginia

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***Our new regional go-to-market model supports  
Stronger relationships with small and mid-size clients.***



# What type of Alliance Partners benefit from teaming with AWC?

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- Management Consultants
- Other Business Coaches
- Insurance Providers
- Financial Advisors
- Tax Accountants
- Payroll Companies
- HR/Outsourcing Firms
- Investment Firms
- Attorneys
- Business Brokers
- Commercial Banks
- Commercial Realtors
- Commercial Contractors
- Entrepreneurs
- Service Providers
- Convention Centers
- Hotels
- Trade Boards
- Chambers of Commerce
- Other

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***Anyone with commercial business clients.***



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are just beyond your reach.

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