



UNIQUE ABILITY®:

LEARNING HOW TO TRANSFORM PERSONAL PASSION INTO BUSINESS SUCCESS



OBSTACLES

STRATEGIES

1 I NEED TO BE IN CONTROL OF EVERYTHING.

There's a difference between being in control and being in charge. We're suggesting that what you really want to be is in charge — providing direction, confidence, and capability to your whole team. But let them be in control of the execution of your vision. On a day-to-day basis, they're a lot better than you are.

2 MY CLIENTS/CUSTOMERS EXPECT ME TO DO EVERYTHING.

This is a big assumption. The truth is that most of them couldn't care less who does the work as long as it gets done. Your contention that they need you to do everything is based on your needs (to be considered indispensable), not on their demands (to be served). Once you realize this, you can give up a big burden.

3 I DON'T BELIEVE IT'S RIGHT TO DELEGATE WHAT I DISLIKE DOING.

Look at this from the opposite viewpoint. When you do something you dislike doing, you're robbing the world in two ways: one, you are depriving the world of your own Unique Ability because you're not focused on it; and, two, you're preventing other people from using their Unique Abilities on your behalf.

4 I'M NOT GOOD AT HIRING THE RIGHT PEOPLE.

This is true of most successful entrepreneurs in the world. So one of the first people they hired — or the first outside consultant they used — was someone who was good at hiring good people for them. Hiring good people is a Unique Ability. If you don't have it, find someone who does.

5 WHAT IF I DEVELOP MY TEAM'S UNIQUE ABILITIES AND THEY LEAVE?

Several things. You will have had the benefit of their abilities while they were there. You will have helped them to become more confident, more capable human beings. They will always remember you fondly and refer other people to you. And, you will know exactly how to hire and train their replacement.





THE STRATEGIC COACH® SIGNATURE PROGRAM: **TWO WAYS**

VIRTUAL PROGRAM

Online Sessions:
6 workshops/year



Duration:
4 hours/session



Location:
Online



Time:
PT, ET, and GMT options



Investment:
US\$10,000



Benefits:
More frequent connections
Increased convenience and flexibility
No travel = saves time and money



CLASSIC PROGRAM

In-Person Sessions:
4 workshops/year

Duration:
8 hours/session

Location:
**Toronto, Chicago, L.A., and
London options**

Time:
9 a.m. – 5 p.m.

Investment
U.S. locations: US\$10,000
Canadian locations: CA\$12,500
UK locations: £7,200

Benefits:
Dedicated focusing environment
Immediate and personal connections
**Travel = more time for planning and
preparation**

WHAT YOU ALWAYS GET

- A Consistent Workshop Experience
- Dynamic Program Content
- A One-Of-A-Kind Community Of Entrepreneurs
- An Experienced Entrepreneurial Coach
- One-On-One Support
- Community Connection Opportunities
- Team Resources And Support
- 24/7 Online Access

STRATEGICCOACH.COM/PROGRAMS

1.800.387.3206