



AWC Business Coaches

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

www.bizcoaches.com

1-888-407-8587



What is a “Business Coach”?

- **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

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?

- **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**

Anyone facing business challenges.



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

- 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

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



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

- 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*?

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"?

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?

- 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?

- 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.

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



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

- 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

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?

- 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)

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?



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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?

- 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

Anyone with commercial business clients.



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