

Masterclass: Setting up and Managing Your Coaching Business

Overview

Being a great coach is the first step towards creating a coaching business. However, you need other skills to be able to set up your own coaching company and manage it successfully. In this highly interactive masterclass you will coach and be coached to set up and manage your coaching business.

The masterclass will help you:

- develop a 'success system' for your business
- understand the type of mindset required to run a coaching business
- answer the questions needed for a successful business plan
- clarify the key focus areas and actions to make your business a success
- use your time and energy effectively and efficiently

This workshop will enable you to compare and contrast best practice and build an approach that will work for your business.

Key learning outcomes

You will leave the workshop with:

- alignment between your purpose, vision, plan, activity and review processes
- an appreciation of the resources you already have to make your business successful, and those few you might still need
- an understanding of the reason the balanced scorecard is still an exceptionally useful planning tool
- the ability to ask and answer the scorecard questions for your business
- an approach to using your key resources of time, energy and focus to build and manage your business



5 June 2019

Speaker

Michael Beale

Location

Henley Business School
Greenlands,
Henley-on-Thames
Oxfordshire
RG9 3AU

Agenda

09:00 Registration
17:00 Close

Fee

£175 + VAT
10% discount for Henley alumni
and current students

To book your place, visit

<https://hly.ac/coaching-Mclass-19>



Michael specialises in Marshall Goldsmith's stakeholder coaching and business coaching, as well as neuro-linguistic programming (NLP).

He works with Marshall Goldsmith and Richard Bandler (NLP co-founder), as part of the Marshall's network he sets up international coaching programmes and coaches individuals worldwide via Skype.

For the past 15 years he's been building on his sales and marketing skills by working with coaches, consultants and entrepreneurs to help them set up, grow and move on from their businesses.

Previously, Michael had 20 years in retail buying, business development, marketing and business strategy in major companies. His last corporate role was developing the business strategy for a £billion division in the BT group.

Additional one-to-one coaching

You may also be interested in working with Michael to develop the themes of this masterclass in relation to your own coaching business. If so, Michael is offering a 45-minute discovery and action-planning coaching session, via Skype. The discounted price for the session is £100 + VAT. If you are booking both masterclasses in the series, a one-to-one coaching session is available after both.

Event content and delivery style

This session is delivered using a workshop-style approach that enables all participants to become actively involved and talk about their own situations concerning how to set up a successful coaching practice.

Using a combination of lecture and exercises, participants will leave with actions and approaches that can be applied to their individual situation.

Who is the masterclass for?

This session is for aspiring independent coaches who are looking to set up a successful strategic coaching practice.

“ *His relaxed, yet highly motivational, expertise in building a change culture is superb.* ”

Henley Business School

For more information, please contact:

Henley Business School
Greenlands
Henley-on-Thames
Oxfordshire
RG9 3AU

coaching@henley.ac.uk
Tel +44 (0)1491 418 855
henley.ac.uk/coachingcentre



HenleyBusinessSchool

Executive Education at Henley Business School

@HenleyBSchool