

Sample GUIDE Entrepreneur Engagement



Gather. Assemble and codify your objectives for our engagement. Concrete, actionable and achievable, tailored to you and your specific business.



Unique background. Each business- and your role in it- is as different as every coaching engagement. Together we'll diagnose your time, focus, energy and decision-making approach.



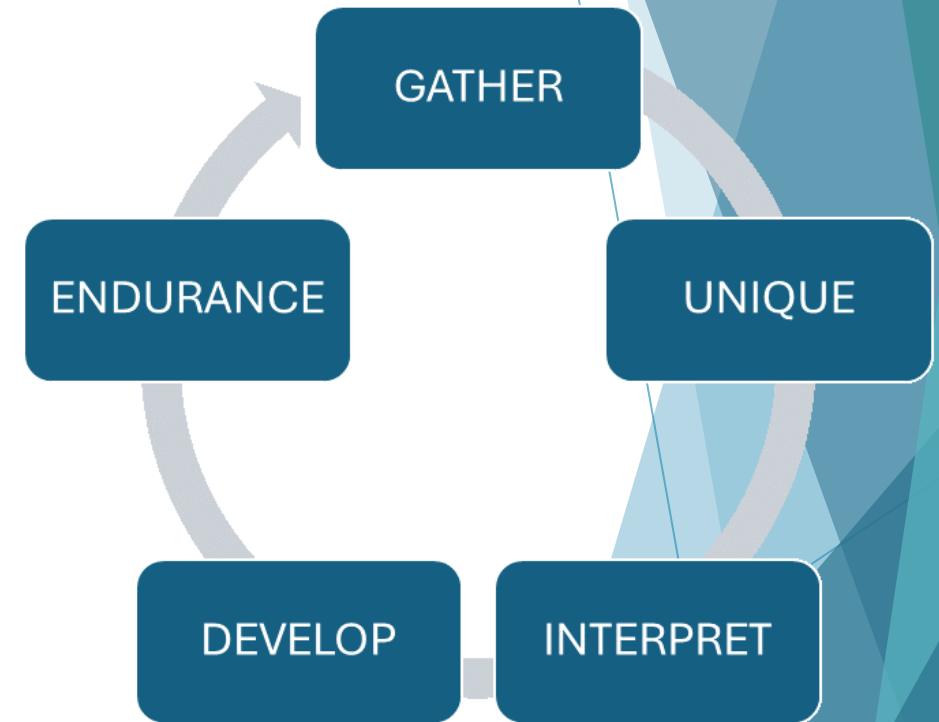
Interpretive. We continuously identify and refine your strengths and needs, informing the pace and scope of our collaboration.



Develop. Together we will iteratively build a series of transformational actions for you within and outside your role, including strengths, health and performance.



Endurance. We will jointly develop a plan that ensures you keep your hard-won gains. This an agreed upon accountability structure and your next chapters.



Sample GUIDE Exec Coaching Engagement

Leadership Deep Dive + Personal Inventory (G,U)

Focus: Build trust, clarify goals and map strengths/struggles

- Review goals and pain points (stress, lack of consistency, under-leveraged strengths)
- Strengths and energy audit - what drains vs. what fuels
- **Tool:** 1-2 short self-assessments
- **Outcome:** Initial roadmap + top two priorities for next 60 days

Time, Energy and Focus Diagnostics (U,I)

Focus: ID Surface patterns to strengthen discipline and consistency

- Review typical week (Calendar Analysis, Time Audit, Energy Map)
- Explore procrastination/distract triggers
- Introduce “non-negotiables”
- **Tool:** STUCK Methodology intro
- **Outcome:** Design a realistic daily structure or 1-2 habits shifts to test

Decision Making + Delegation Mastery (I,D)

Focus: Reduce cognitive load and free up strategic bandwidth

- Map decision fatigue points (e.g., too involved in low-leverage areas)
- Quick org audit: who reports, bottlenecking
- **Tool(s):** “Delegate, automate or drop” exercise; STUCK Methodology
- **Outcome:** Identify 2-3 high-return tasks to immediately offload or streamline

Stress, Health and Sustainable Performance (D)

Focus: Prevent burnout and reconnect to the long game

- Identify invisible stress sources (internal pressure, loneliness, etc.)
- Explore resilience practices (mental, emotional, physical)
- **Tool(s):** Guided Values Review (re-align to what matters)
- **Outcome:** Personal “Performance Floor” (sleep, movement, diet)

Reclaiming Vision and Strategic Role (D,E)

Focus: Get back to the visionary and decision-maker lane

- What about business excites vs. depletes
- Alignment with corporate mission, growth plans
- **Tool(s):** Guided 6-12 month Vision Plan (of what excites)
- **Outcome:** Defined “CEO v2.0 Role” + next steps to align team/org around it

Accountability System + Next Chapter (E,G)

Focus: Lock in processes to maintain focus and forward momentum

- Review wins from past sessions
- Establish tracking and accountability ideas (weekly rhythm, “KPI dashboard”, check-ins)
- Further caching cadence
- **Tool(s):** Personal Mission Statement
- **Outcome:** Buy-in for sustainment

Inventory Tools: DiSC, VIA Strengths, Hogan, etc.

Sustainment Check-ins: Zoom, 15-minute call, email between sessions