



Frequently asked questions

How do you and I maximise the value from engaging me?

Together we will do the following:

Before engagement:

- Evaluate the likelihood that the firm's goals will be achieved without assistance

At service commencement

- Set key outcomes and measures (yours and mine)

Every Quarter

- Evaluate performance against outcomes and measures

Every year

- Plan the key strategies for the year and for the next 3 years
- Create an annual month-by-month budget to ensure sufficient resources are available
- Review services portfolio
- Review pricing to optimise bottom line profits

How much time will I need to allocate on a weekly basis?

- The more time invested, the better the results, but an hour a week will still produce good results
- Please note:
 - Coaching will free up more and more time as strategies are implemented
 - Coaching will rapidly diminish the time spent (1) fire fighting, (2) doing work that has little value, and (3) redoing work

Is there a contract? Yes and No.

I use an "engagement letter" to ensure that you and I are on the same page from the beginning. It outlines my responsibilities and yours. No term is included so that you can cease the engagement any time you want, except I do ask for 30 days notice to make sure that you and your team have all you need from me.

We agree:

1. What your expectations are:
 - a. Key deliverables
 - b. Timeframes
 - c. Between session commitments (you and me)

- d. Access to third parties, and to other people in the firm
2. Services
 - a. The type (package, single service, package plus ad hoc services)
 - b. How you want the service delivered
3. Pricing
4. Other things that you feel will help you achieve your goals

How will the engagement discussion aid in achieving my goals?

We understand:

1. The extent you wish me to encourage / challenge you
2. How best to leverage other knowledge development activities, reading, seminars, development of trusted advisers and the like
3. How you wish to celebrate when each milestone is achieved

You know:

1. The process to employ if you fear that your accountabilities (or those of your team) may not be completed on time
2. How to access the very best in leadership, productivity and profitability knowledge at no additional cost
3. The potential impact of the different service levels on your outcomes
4. The impact of putting in less or more effort than you commit