



Coaching 2006



John Montgomery Rouse RODP AIMC

Sailing is just the bottom line. My real interest is in the tremendous game of life.

Four time America Cup Winner, and author of *The Art of Winning*; Dennis Conner



Why Coach?

Coaching is now worth over a billion dollars a year in the US alone. Why are more and more CEOs, companies, and people using coaches?

A great coach simply means people become who they always knew they could be: stronger, quicker, tougher, but also, more true to their values and the company's overall vision. Sounds too good to be true? Client after client has found out that coaching works.

A professional performance coach makes you better - much better - and fast - without fear. Coaching is changing business relationships as we know them by getting you to more aggressive and clearer goals.

imagine

What will make your organization great?

Will you make your organization great?

You can.

Greatness is in you.

You are ready to do so; otherwise you would not be at the level you are – coaching is about unleashing that potential in everyone. Everyone has the ability to make fearless decisions – just imagine a child in danger, and ask how you'd act - to do more, with more drive, to be both tough and real, and alive to the possibilities, to be and feel more successful: to do so genuinely, so others admire and follow, and imitate, because they recognize it is authentic.

This is the Way of Intelegance.

Life goes through changes. You want to be moving forward. Now is the ideal opportunity to build on a great base and give your organization the impetus and motivation to make it a top-line performer: known and proud to be known as the number one choice in the your chosen field and beyond.

For those in business, sales, marketing, good use of financial resources, logistic solutions, and lowering costs give a solid base – but they do not make companies great. So what does?

Well, firstly, vision. What makes companies great is they bring a new dream to life.

Take boating. As a leisure pursuit and sport it is all about the dream. People don't simply buy products; they buy the aspiration, the dream.

Take the example of boats; *I want a Sunseeker Predator 108, a Benetti, a cruiser from Kelly Archer...*

Secondly, those selling the dream cannot afford to hesitate. You can be truly aggressive – without faking it - and learn to be alive, to act without fear. It is no longer enough to recognize opportunities. World-class companies must create and seize possibilities and markets immediately.

People do buy the dream. Take a case in point. Harley-Davidson does not sell motorbikes. Seriously, if you want a motorbike you buy a Suzuki or a Kawasaki. Harley-Davidson sells the ability for a 49-year-old finance director to dress-up like a Hell's Angel at the weekend and feel



like he's Peter Fonda in Easy Rider. That dream brings CEO James L Zeiner's an annual capital turnover to the Milwaukee firm was some \$5,015 million.

Nice dream, right?

Spanish clothing retailer Zara beat the Far East in a market that many analysts had said had disappeared from Europe forever. Daniel Piette, then CEO of LVMH described Zara as "possibly the most innovative and devastating retailer in the world". What do Zara do right? They simply get new lines from design, through manufacture



to over 1,000 shops within 2-3 weeks, against an industry norm of nine months. How? They control the process locally, they push, they listen, and above all, they just get the job done fast – really fast. Inditex who owns Zara consistently posts growth above 25% per annum.

Sony was so concerned with file sharing and encoding CDs they never saw the potential of an online store. Apple launched in April 2003 and sold a million songs within 5 days, and then controlled the market for nearly three years: over 1 billion songs at a dollar each. What did Sony do

SONY



wrong? CEO Sir Howard Stringer described the Sony vision as "a myth". The Walkman was gone within months. Sony has failed to frame the problem properly, get creative, and understand the possibilities – and it cost them \$1 billion dollars in just 36 months.

What are people saying about coaching?



"I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable."

John Russell, Managing Director, Harley-Davidson Europe Ltd.



"... values are the core ingredient (of leadership potential) here (at GE). The people we are putting into leadership slots are terrific role models. That means embracing the values, being able to motivate and energize others, and having that infectious enthusiasm to tap people's potential and generate the capacity of the organization to accomplish beyond what it otherwise would."

Jack Welch



I absolutely believe that people, unless coached, never reach their maximum potential."

Bob Nardelli, CEO Home depot

What about Business Intelegant?

John helped with the thinking behind the overall strategy and negotiation tactics, that has seen us through a very tough period of change.

CEO, Logistics Company

I was losing my drive. Now I am excited again, and my teams see that.

Sales Director, Logistics Company

We are very satisfied with our relationship with John and Business Intelegant.

Senior Partner, Deloitte

I would say it was the most professional seminar I've seen at TRR.

Participant, Trygghetsrådet

John is, in my opinion, a leading thinker in leadership. I am impressed by the combined width and depth of his knowledge in the area of leadership and seemingly also in anything connected with it.

University Lecturer, Lund Flight School

What is a Coach?

A coach is a professional adviser so you have clearer personal and company strategies.

Why the Way of Intelegance?

The Way of Intelegance is about aggressive goals through simple, intelligent, elegant thinking. It is also about making others winners by your success. It is a powerful way to revitalize your life and realize your potential in a centered and calm way.

How did the Way of Intelegance originate?

It originated from all levels in companies saying that they were unhappy not only with the change management ideas of the



1990s, and other consultancy tools, but with work itself. They wanted to feel empowered, to love the work they did, to feel valued, and to be successful.

The Way of Intelegance is NOT about complicated lectures, or showing off - it really is about you learning through self-discovery ways to do more, be stronger, and more successful in all areas of your life.

What happens in a session?

In a session the coach will normally ask questions around 65% of the time; as it is your insight, not his, this is crucially important. It is NOT being told what to think, but self-discovery that makes coaching powerful: you and you alone got there without being told what to do.

A session is normally 90 minutes long if face-to-face, or 60 minutes if done on the phone, or VOIP via Skype. Sessions are 100% confidential; no other party will be privy to our conversation.

It's what you do and say *after* that matters...

Why English, instead of a Nordic Language?

In preparing for International Business great English is essential. Business Intelligence will improve how you see English, remove the fear, and make your English more direct and powerful – the object is always simply to get you able to be clear enough to get the job done, and build good relationships. There is one other reason; as you speak English you are more open as you do not use the same defenses you use when speaking your mother tongue. JMR took a masters in language teaching in 1994.

Does John have experience and toughness at a senior level?

Yes. John has coached CEOs, a head of IT, and a senior partner at Deloitte all for four years through some very tough business and personal decisions. He has also held positions of real responsibility and confidentiality and is considered skilled and experienced. He has the necessary honesty and toughness to push extremely hard for real results, and is a deep thinker but also brings a youthful energy to the process that motivates.

What results can you expect?

Normally clients find that 2-3 days after a session they will get a new clarity of thought and action, and a torrent of answers, and new ideas; this is the power of coaching.

What do I get as resources after each session?

You will be sent notes from the session. A professional CD of resources will also be supplied which will be tailor-made to your interests and needs and added to – I will also make film and slideshows for each client.

How long should I have a coach for?

As long as you see improvements. Some clients are weekly, some every two weeks, some take six weeks twice a year – it's up to you. I recommend six weeks, once a week to start.



Conclusion

Be more; be a more competent visionary; have a passion and a true sense that you and your organization can grow beyond its conventional thinking. Discover your potential and personal style. There are many choices available and different routes you can take; but if creating energy and impetus matters then coaching will do more in the than any other method.

I believe everyone should look at the coaching model very seriously as well as training and motivation courses.

Fees and contact details

Business Intelegant charges 800kr per hour + moms for both individual and group sessions irrespective of numbers

This includes:

A CD totally tailor-made for each participant (From individual up to 25 people)

Slideshows and film resources that can be used throughout the intranet and inside the company (But not distributed)

The major difference between Business Intelegant and many large coaching companies is in outstanding value as well as the individual attention, preparation, and follow-up.

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