

ACHIEVE MORE

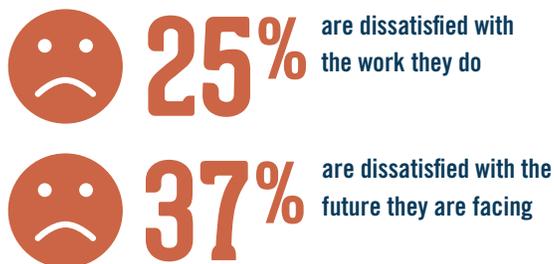
Personally and Professionally

SHARED THOUGHTS FOR TURNING VISION INTO ACTION

Are you truly satisfied with the current state of your organization and your life in general? Many people will say that they are, but a recent Harris Poll revealed that only 33% are very happy and the American Psychological Association reports that the majority of Americans are living with moderate to high stress.



Gallup study:
"State of the American Workplace Report," Jun 2013



Gallup study:
"Americans' Satisfaction with Aspects of Life," Nov 2013

Conventional wisdom says that it's lonely at the top, but the most successful leaders aren't lonely. They have someone to serve as a sounding board to provide counsel, offer wisdom, provoke thinking and guide them as they make decisions. While some leaders are able to rely on a colleague, family member, or mentor to fulfill this role for them, most benefit more greatly from the advice of a trusted partner who is not part of their business, family, or personal network. Having a dedicated advisor removes conflict of interest and the risk of encountering emotional landmines, while ensuring that your sounding board always has time for you.

Studies have shown that leaders and organizations who receive advice and coaching from an outside source realize significant return on their investment.

COACHING LEADS TO IMPROVED:



Manchester Consulting Group study of Fortune 100 executives

A large percentage of people see room for improvement in their lives, yet most settle for dealing with the stress of the status quo rather than making changes. Why? Because it is hard to overcome obstacles that seem to stand between you and your goals or dreams. Many people simply don't know where to start.

Business owners and decision-makers often feel compelled to achieve something greater, but don't know how to make their vision a reality. Others find themselves stuck in a rut, unable to reach the results they desire or climb above their current plateau.

Some of the greatest stressors for business leaders are slow progress and a seemingly endless array of issues, challenges and headaches. Common challenges include:

- Strategic Planning
- Building effective teams
- Dealing with conflict
- Developing talent
- Transition and Succession

Leaders who successfully navigate these challenges find that their employees are happier, more effective, and more productive. As a result, customers are more satisfied and bottom line results improve. With their organization operating more effectively, these leaders are then able to take greater control of their personal time and experience a better quality of life.

How can you address these common issues? For some, the answer may be increasing the leadership ability of an entire team. Other organizations may need to build a roadmap and refine or codify processes in order to reach increased efficiency and advanced results. Still others may need to bring their organizational culture in line with their goals to ensure efforts actively support their strategy.

No matter what the scenario is, it usually takes additional perspective for a leader or organization to overcome any of these obstacles.

What is the difference between a consultant, a business coach, and a guide?

Most consulting engagements end with recommendations, with the leader left to navigate the choppy waters of implementation and change on their own. Business coaches often work with start-ups, providing assistance and advice to leaders as they get a new business off the ground. When it comes to more established businesses, coaching also tends to focus specifically on managing and developing employees. While that's an essential facet of business leadership, it may not address a leader's broader concerns or an organization's systemic challenges.

A guide is more than a consultant or a coach. A guide is a long-term partner who brings you tools, trains you in using them, and stays by your side throughout your journey to help you refine your vision, leadership approach, culture, processes and team. Your guide is there, in the trenches with you and your organization through it all.

Working with a guide is not for the faint of heart. It's for leaders who are in real business, who relish a challenge, and who want to achieve more than they ever thought possible. It's for the small percentage of people who aren't 100% satisfied with the status quo - and have the drive and fortitude to do something about it.

At Applied Vision Works, we're guides and partners committed to helping you see more clearly so that you can achieve the future you're envisioning. We offer practical advice and consistent mentorship to help you and your team overcome hurdles, drive the markets you are in, and become the best you can possibly be. If you're ready to achieve results that are even greater than you thought possible, give us a call.



APPLIED VISION WORKS

One Vision. One Voice. Unlimited Success.

AVW are guides who partner with leaders and teams with heart for the long term. With our programs, leaders and teams can experience a better quality of life, build stronger organizations, and achieve greater results. Our clients run organizations ranging from \$10 million to \$5 billion in gross revenue.

