

Franchise Prospectus

“THE
BIGGEST
RISK YOU
CAN TAKE
IS TO DO
NOTHING.”

BRAD STEARS

WHY BUSINESS COACHING

Business coaching is booming, and you can reap the rewards of your business experience. Business Coaching with **ActionCOACH** places you in elite company, supported by a strong and vibrant global community. Business coaching is the second fastest growing industry, behind IT in the business-to-business sector according to *Forbes Magazine* and is estimated to be a \$2 billion global industry. Companies realize that adding a business coach to their list of necessary resources is vital to their livelihood and long-term success.

Business coaching and mentoring are seen as a necessary service, like having an accountant or legal representation. One-size-fits all training programs no longer suit the rapid growth of business and technology. Customized personal solutions are in demand. Only what a certified business coach provides can fill that gap.

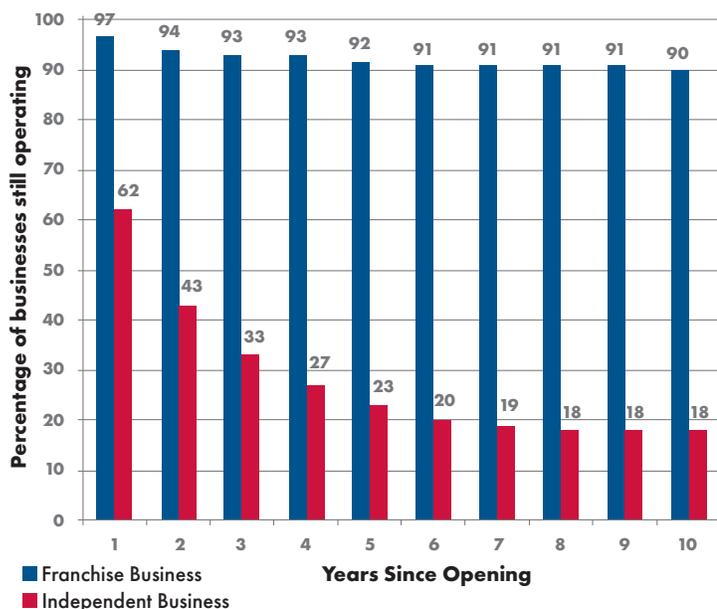
No other business coaching franchise offers the opportunities that ActionCOACH offers you. It is time to take control of your own destiny and investigate business ownership.

It's time to turn your business knowledge into business profits, choose the clients you want to work with, and use your network to grow your revenue monthly. It's time to own a business that works for you.

Harvard Business School reports that 86% of companies said they used coaching to sharpen the skills of individuals identified as future organizational leaders.

You do not need any previous coaching or consulting experience to start your business coaching franchise. You will have access to proven systems, methods, and tools which have been tested on tens of thousands of businesses worldwide. During your Business Coaching Certification Training, you will learn how to use the proprietary **ActionCOACH** system to propel your business forward. This world-class training will position you as a business coach expert and equip you to hit the ground running on your first day.

BENEFITS OF OWNING YOUR ActionCOACH FRANCHISE



SOURCE <https://www.visafranchise.com/blog/the-fastest-growing-entrepreneur-visa-e-2-visa/>

- Choosing a franchise gives you the confidence of working with an established leader in the industry who has created the systems, materials and processes to make your start-up easy and efficient
- A global community of more than 1,000 coaches providing insight and expertise in approaching your clients' challenges
- Work-life balance, giving you the freedom to live the life you always dreamed you wanted
- Low overheads and high profit margins working in a B2B market
- Profit by helping other business owners succeed and thrive in your community
- Supported by more than 3,500 proprietary proven, tested systems, processes, and resources
- State-of-the-art technology support, giving you a turnkey business from day one

BEING AN ActionCOACH FRANCHISE PARTNER

If your ideal lifestyle is to operate a professional business, spend more time with **YOUR FAMILY**, have more **LEISURE TIME**, and generate a **GREAT RETURN ON YOUR INVESTMENT**, you're in the right place. **ActionCOACH** can deliver this and

MORE.

Flexible hours, flexible work spaces and the **freedom to decide who you work with** are only a few of the perks of being a successful **ActionCOACH**. Starting any business can be daunting; the training, resources and support you get from the **ActionCOACH** and the entire community is unmatched.

Your experience, confidence, and leadership skills will be tested, but the rewards are endless. When you see a business owner's life change because they listened and implemented the real-world recommendations you presented, the power of the **ActionCOACH** model will be clear. As you impact one company, word-of-mouth and referrals will become the fastest way to grow your client base, which will be fueled by the rave reviews of your existing clients.

Your role is to help business owners with their sales, marketing, management, team building, direction, and goal setting.

You will be a sounding board, a confidant, trainer, mentor, consultant, and coach.

Within months you will reap the fruits of your labor and may consider adding staff and support to keep up with your networking, sales, and marketing. But don't get ahead of yourself. One day at a time, one client at a time, you will be spreading the vision of **ActionCOACH** and positively impacting your community.



We will provide you with the tools and knowledge to dramatically improve your clients' businesses and their lives.

You will receive comprehensive training and support as soon as your franchise agreement is completed. Depending on what level of investment you make, training at the **ActionCOACH** Global Headquarters will vary from 5-12 days. This intensive, fully immersive training experience will equip you with knowledge and tools required to succeed.

Once your agreement is finalized, you will receive 4-weeks of pre-training to prepare you for the classroom experience at Headquarters. These educational readings, videos and assignments will prepare you for discussions and enable you to fully participate.

- **Senior Partners receive 10 days of in-depth training and two additional days to assist them in team building and business development**
- **Partners and Coaches receive our 10 day certification training**
- **Employee Business Coaches (EBC) will receive 5 days of training and Local Area Managers (LAM) participate in a specialized 7-day sales training**

After the formal intensive classroom experience, the training continues with 90 days of post-training, sessions with an accountability/launch coach, and access to weekly webinars on a variety of topics, quarterly regional meetings, and access to MasterCLASS training opportunities to further hone your expertise.

The Annual Global Conference, the Regional Coach Conferences and the BizX Awards & Conferences give you a chance to connect with the community face-to-face and strengthen your **ActionCOACH** bonds while attending valuable, educational sessions and network.

We have several Gala award nights throughout the year which are a culmination and celebration of achievements for the work you did all year, and you can share the experience with your clients!

WE HELP YOU GROW

Training is not the only type of support that **ActionCOACH** franchise partners and coaches receive. The vast **ActionCOACH** video library, volumes of sales and marketing strategies and ready to implement revenue generating products are at your disposal to grow your business.

Ownership of an **ActionCOACH** franchise gives you access to a suite of best-practice, coaching products and intellectual property unmatched in the industry. Our proprietary "Ladder of Services" offers you revenue generating programs from executive leadership coaching to seminars that suit any client's budget.

These products provide you a ready-made portfolio of options to grow your business revenue and help you cultivate client relationships.

Lead generations strategies are also at your disposal to assist you in finding clients. **ActionCOACH** provides your direct mail resources, seminars templates, press releases, referral strategies, brochures and flyers, a fully-functioning website, and advice on how to keep you social media sites populated up-to-date and relevant.

Your marketing needs to launch your business are in place when you step out of training as a certified business coach.



OUR VISION

WORLD ABUNDANCE

through business re-education.



Currently, **ActionCOACH** is more than 1,000 coaches strong, operating in more than 75 countries globally, and growing.

A pioneer in the industry, since 1993 **ActionCOACH** is the leading business coaching franchise in the world.

OUR PHILOSOPHY & APPROACH

ActionCOACH's local knowledge, expertise, and experience come from assisting thousands of businesses to create greater productivity. Our strength and market presence come from leveraging our vast array of systems and programs of delivery and customizing these to meet local market demands.

Our partners are selected on attitude and choose to work with us because we understand that people are critical to success.

We have expertise across diverse industries and work primarily with business owners, executives, leaders, and entrepreneurs.

We proactively update our knowledge of the latest trends, methodologies, and development techniques available.

Through one-on-one coaching, group coaching, seminars, workshops and innovative training, we help deliver the latest business best practices to assist our clients in exceeding their business aspirations.

HISTORY & MISSION

ActionCOACH emerged as an overnight success in 1993 when our founder, Brad Sugars began conducting seminars and workshops for business owners throughout Australia and New Zealand. Today, it is the leader in business coaching globally. **ActionCOACH** business coaches work with more than 15,000 businesses weekly and are changing lives worldwide.

ActionCOACH is a team of committed, positive, and successful people who are always striving to be balanced, integral, and honest. We work within our “14 Points of Culture” to make sure that everyone who touches, or is touched by the **ActionCOACH** team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.

We will always work in “co-opetition” with all those who believe they are in competition with us. We are in the business of “Edu-tainment”. We will educate ourselves, our clients, and all those we work with, while we entertain them and create a fun learning environment. We will educate our clients in world-class sales, marketing, management, leadership, and business development techniques through 1-to-1 and group coaching, workshops, seminars, and other online and offline technologies.

We inspire, encourage, and guide our clients to take new actions leading to new results, positive change, and the success they wish to achieve in business and life.

Our products and services will be of the highest quality, value for money and, whether sourced from within the company or externally, will always add the most value and use the latest and most effective training methodologies available.

ActionCOACH clients, whether they be small, medium or large in size, will seek our counsel, in helping them achieve their business and life goals. They will commit to changing their actions and results through business coaching. They will be forward thinking, willing to learn and grow, and be willing to work as a team player in the development of an organization of “people”.

We will give people back their spirit and freedom through business development.



ActionCOACHes work along side their clients to find solutions and strategies to grow business profits.

14 POINTS OF CULTURE

The foundation of **ActionCOACH**'s success is based on 14 fundamental truths. These pillars of our organization set the culture in which we operate everyday. As you continue in your journey, you will learn more about each of these important points of culture.

1. **Commitment**
2. **Ownership**
3. **Integrity**
4. **Excellence**
5. **Communication**
6. **Success**
7. **Education**
8. **Teamwork**
9. **Balance**
10. **Fun**
11. **Systems**
12. **Consistency**
13. **Gratitude**
14. **Abundance**

SOUTHERN AFRICA

ActionCOACH Southern Africa was launched in May of 2007 by Master Licences, Harry Welby-Cooke and Pieter Scholtz.

The brand has entrenched itself and grown to a dynamic team of over 50 ActionCOACH's operating in South Africa, Namibia and Nigeria. Two Franchise Support Centres support and manage the ActionCOACH brand. Our Centurion office services the Gauteng and Namibian market whilst the Stellenbosch office services the Rest of South Africa.

Over the past 13 years the ActionCOACH Southern African team have seen their clients grow their businesses to heights they never dreamed possible whilst also being able to have time to do the things in their personal lives that they hold dear.

In support of the ActionCOACH Global Vision of "World Abundance through Business Re-Education" the Southern African team are truly committed to the im-

pact entrepreneurs ship can make. As a team we are 100% committed to businesses across the continent and this has culminated in our own very strong vision:

**“ Thriving Businesses,
Impacting Economies,
Transforming Communities ”**

Just one example of this radical impact was an established KZN client, that in their first year of having an ActionCOACH, returned a massive 26,000% growth in profit.

Beyond just the profit growth the business owner could increase staff salaries and bonuses, give back significantly to their local community, purchase their dream home, take previously unheard of holidays and international travel with the family, transform the whole management teams health and fitness and one of his greatest achievements – stop smoking.

The business coaching not only impacted his business but transformed his life and those of all his stakeholders.



As we move to ensure that many more businesses not only survive, but thrive, we're looking for more passionate and experienced individuals to join our team.

MORE ON OUR MASTER LICENCEES

Before spreading his entrepreneurial wings, Harry spent 12 inspiring years at one of the big four commercial banks (Standard Bank). He worked his way up the ranks filling a number of management positions across retail banking, credit and risk management.

Whilst providing a very broad based business background he quickly realised that whilst entrepreneurs have the passion, vision and even business plan to back their ideas; these very rarely turn out as planned. In 2006, as a now corporate refugee, Harry left the sheltered corporate world to open his own management consultancy. In 2007, he co-launched **Action-COACH** in Southern Africa.

With a massive vision on what entrepreneurship can accomplish individually, and collectively.

Harry truly believes it is within reach for anyone and everyone dreaming of owning their own business, Harry not only believes that this is within reach, but believes it is the only catalyst that will create the required growth, employment and wealth Africa so desperately needs.

Committed to the coaching and mentoring industry in South Africa, Harry was elected and served as National President of COMENSA (Coaches and Mentors of South Africa) in 2012 and 2013.

He has also appeared in countless business publications, been interviewed numerous times on radio and television. He is a regular advice columnist for Entrepreneur magazine, Destiny Magazine, Fin24 and SA Franchise Warehouse.



Harry Welby-Cooke



*Red Vellies
10 Years Club*

After a short spell in the mining industry, as part of the Anglo-American Corporation, Pieter spent five years in the motor industry, before accepting a position at Cadbury Schweppes in 1991, where he remained for 16 years. In April 1999 he was appointed to the Board of Bromor Foods.

Then in April 2003, he was appointed to the board of Cadbury South Africa and served as the leadership team that tackled the complex integration of Cadbury Schweppes' beverage and confectionary interests. Pieter then co-launched Action-COACH South Africa in 2007, after deciding to pursue a career in consultancy.

He holds a Diploma in Human Resource Management from the Technikon in Port Elizabeth (now Nelson Mandela Metropolitan University), and has completed a number of executive management programmes at the University of Stellenbosch Business School and the UCT Graduate School of Business. Over the years, he has been, and continues to be a regular contributor to magazines and has been interviewed numerous times on radio and television.



Pieter Scholtz



ActionMAN Award

FOUNDER

Brad Sugars came from humble beginnings but has built a life and a business that many would cite as the very definition of success. Sugars, a self-made multi-millionaire, is the founder of the global business coaching franchise **ActionCOACH**, an international business speaker, author, and entrepreneur.

Sugars has written 17 business books, beginning with the “Instant Success” series, which were originally self-published.

In 2006, when McGraw Hill bought the international publishing rights to the series, it was the largest multi-business book deal involving a single author.

Professionally, nobody has created a bigger impact in Sugars’ life than Jim Rohn. As a teen, he scrimped and saved his allowance in order to afford tickets to a Rohn seminar, and despite being the youngest person in the audience, what he learned there has informed his own business practices and philosophies on life.

Sugars has a dynamic stage presence and enjoys motivating and educating other business owners through his online content (videos, podcasts), books and real-world interactions including classes, seminars, and speaking engagements.

His straightforward Aussie-style has branded him as a thought leader that will tell you what you need to hear, not necessarily what you want to hear—and for more than two decades, millions of people worldwide have been listening.

Sugars is equally as passionate about his family as he is about business. He is a husband and father of five children and lives in Las Vegas, Nevada.

Brad Sugars
Founder and CEO of **ActionCOACH**
bragsugars.com



TESTIMONIALS

ActionCOACH guarantees its service and stands behind its products. Our Franchise partners uphold our corporate guarantee because they understand and believe in the power of **ActionCOACH**'s system. Here are a few testimonials from some of our most tenured and most trusted partners.



"Joining **ActionCOACH** was about the satisfaction and pleasure that the opportunity offered; it was a way to have my own business, work with people and make a difference in their lives."

– **Darryn Le Grange** Senior Franchise Partner



"Being an **ActionCOACH** has enabled me to enjoy positive, substantial, purposeful work for more than 10 years now in a community that feels like home. Through my association I have been able to make my financial and personal dreams a reality."

– **Kathi Clarke** Franchise Partner



"I joined **ActionCOACH** after leaving the corporate world and seeking to build my own business. The Vision of the business resonated strongly and I was sold when I investigated the incredible intellectual property available to franchisees. I realized that whilst I wanted to become a business coach it would be impossible to design the quality of coaching materials off my own bat. **ActionCOACH** and the support system has been fantastic."

– **Pascal Pau** Franchise Partner



"I joined **ActionCOACH** in 2008 and have not looked back. The reason I love being an **ActionCOACH** is whenever a client has a win, be that a photo of them at their child's sports match, or of them and their family on that holiday that they thought that they could only dream of. I love that I get to be part of my clients' wins and get to see the growth that they have from when they started with me to where they are now. I don't think that there are many Business Owners that can say that they get to be part of so many happy endings."

– **Marlene Powell** Franchise Partner



"I decided to join **ActionCOACH** as a franchisee because it is an established brand both locally and internationally with a great culture and proven systems that helped me in my previous businesses. I was a client before becoming a coach myself, so I know the systems work and I wanted to share that with other business owners."

– **Stefan van Rooyen** Franchise Partner

**REAL PEOPLE.
REAL RESULTS.**

OUR FRANCHISE OPPORTUNITIES

The FIRM/Senior Franchise Partner builds and develops a team of professional coaches, while owning a tangible business asset that increases in value over time.

If you want to be a part of the business coaching industry, you want to do it with a partner and franchisor who is at the top of the game. **ActionCOACH** is the best in the business. We are the #1 business coaching franchise in the world.

The FIRM is the best option for the entrepreneur who wants to take advantage of the ultimate leadership opportunity. The FIRM lets you hire an unlimited number of business coaches. Your Firm can grow as much as you want, as fast as you want. Leaders and visionaries will have an unparalleled opportunity to impact lives of business owners as they grow within their exclusive territory.

Your FIRM will be recognized as the exclusive provider of professional business coaching services in your designated territory using the **ActionCOACH** system. Offering a wide variety of products, your team of coaches and your FIRM will have multiple streams of revenue available to grow and develop. Your territory is carefully mapped to include a rich density of businesses to make your return on investment quantifiable and attainable.

As a Senior Franchise Partner you hire up to two additional business coaches in your team.

As a Firm owner and Senior Franchise Partner you will have the depth and breadth of the **ActionCOACH** system and our proven methodologies at your disposal to serve all the businesses in your territory. Ongoing training and support for yourself and your coaches is available and the global **ActionCOACH** community is accessible to you as you grow and develop your firm. You will be a part of a collective of professionals that is unmatched in the industry.

The FIRM is perfectly suited for business executives looking for an opportunity that has unlimited potential. Firm investment starts at R1.5m and Senior Franchise Partner at R695,000. Territories availability vary according to area.

The Franchise Partner is an extraordinary individual changing the lives of business people every day as their own boss.

If you are a business professional, corporate executive, or entrepreneur, becoming an **ActionCOACH** Business Coach can open a world of possibilities. Whether choosing to go out on your own as the owner of a PRACTICE, PRACTICE Pro, or PRACTICE Premium franchise, you will be part of the global **ActionCOACH** community and part of one of the fastest growing industries in the world.

As an **ActionCOACH** Business Coach you will be trained to assist business owners and companies in your community to reach new levels of growth and performance. The full complement of **ActionCOACH**'s proven systems and resources are at your disposal to help you guide your clients to overcome obstacles, reach new sales goals and build more effective teams. It doesn't matter what your business background is, **ActionCOACH**'s certified training equips you with tools and techniques that are unmatched in the industry.

Becoming an **ActionCOACH** offers you a flexible schedule, an office anywhere approach and a chance to select the clients you want to work with.

As an **ActionCOACH** you will have the backing of an organization with more than 27 years of experience. You will also become a part of an organization whose unique culture provides a nurturing and inspiring environment in which to grow and thrive.

The Coach is an extraordinary individual changing the lives of business people every day as part of a larger team dedicated to the **ActionCOACH** vision.

Do you want to turn your business knowledge into business profit? Becoming an Coach with **ActionCOACH** is a great opportunity to consider. If you are a business professional, corporate executive or entrepreneur, becoming an **ActionCOACH** Business Coach can open a world of possibilities. By joining an established **ActionCOACH** Firm or Senior Franchise Partner as a Coach, you will be part of the global **ActionCOACH** community and part of one of the fastest growing industries in the world.

Becoming an **ActionCOACH** offers you a dynamic environment in which to impact business and a chance to select the clients you want to work with. Employee Business Coaches (EBCs) work within a Firm and are a part of a team working under the umbrella and guidance of a Senior Partner in a specific territory or region, therefore subject to availability. Either way, being a coach gives you the opportunity to not only find financial success, it gives you a work-life balance to help you enjoy the money you earn.

Become an **ActionCOACH** and start the most rewarding career you will ever have.



PRICING

THE FIRM Franchise fee is from R1.5m for an exclusive territory with approximately 10K businesses and the ability to hire an unlimited number of coaches.

Practice(Premium) Franchise Fee is R695,000. This option allows you to hire up to two additional coaches but does not offer exclusive territory rights.

Practice* Franchise Fee is R595,000.

*These options are single coach franchises and do not come with territory exclusivity.

Additional details are available in the Franchise Disclosure Documents.

Ways to Fund Your Business Coaching Franchise

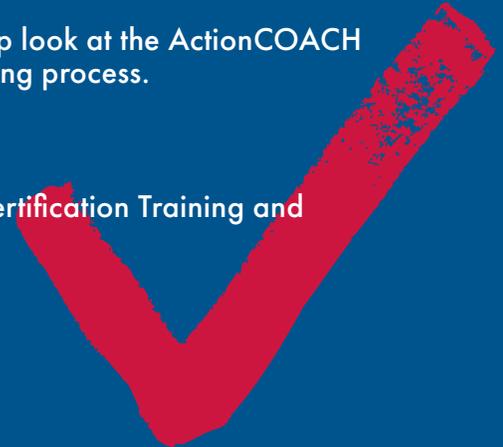
- Available cash
- Accessing existing investments
- Utilising any retrenchment package, pension pay-out etc.
- Drawing down on any bond facilities
- Loans from banks and traditional lenders
- Family, friends and angel investors
- Non-traditional and development funding houses



NEXT STEPS

1. Introductory Call with our Franchise Developer.
2. Franchise Information presentation unpacking the business opportunity in more detail.
3. Feedback discussion and provisional Tool Box Tour of our intellectual property and resources.
4. Complete Franchise Application and Disclosure Document
5. Complete DISC Profile and Learning styles assesment.
6. Master Licensee Interview to discuss the opportunity at length and get to know ActionCOACH in more depth.
7. Due Diligence Process allows you to review the Franchise Agreement. We also provide you with a cash flow template and a business plan format to save you time. During this time we encourage you to reach out to our community of franchise partners and coaches to help you in making your decision.
8. Discovery Day gives you a deep look at the ActionCOACH system and our business coaching process.
9. Sign Franchise Agreement.
10. Pay fees, Register for Coach Certification Training and commence Pre-Training.

Become an ActionCOACH and start the most rewarding career you will ever have.



AWARDS & RECOGNITION

Since 2002, **ActionCOACH** has been recognized for excellence in franchising and business coaching, both domestically and internationally. Here are some of the prestigious organizations that have award **ActionCOACH** with distinctions over the course of almost 20 years.



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