

As the UK's leading Ethical Coaching Company, it's hugely important to us, that when you make the decision to join one of our award-winning coaching programs you do so with confidence.

One of the ways we know builds trust with a new client is offering a guarantee. But we've determined one guarantee simply isn't enough! So, we've got 8 for you!

- 1. We Guarantee to tell the truth about you and your business no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make.**

When you work with My TrueNORTH, you are giving us permission to tell you the truth, the whole truth and nothing but the truth. That means we have your permission to ask the difficult questions that perhaps nobody else is asking, and make suggestions to you that perhaps nobody else is making either. Every session is digitally recorded, with a copy being made available to you shortly after each event. You will be accountable for everything you say you will do to support both the personal and professional growth of both you and your business.

- 2. We Guarantee you a holistic view at you and your business, and look at how your business measures against this, both now, and as we agree to implement change. We will support you as you apply your new education and knowledge to any business situation.**

We shall share and guide you with proven systems and strategies that will enable you to make bigger and better decisions faster and with more confidence as to their outcome.

Don't get me wrong, you will remain the Captain of your ship, however with a My TrueNORTH Success Sherpa, we shall help with some of the load and guide you on your journey to your Success Summit.

- 3. We Guarantee complete confidentiality**

Any form of Coaching can only truly work when there is a relationship built on openness and trust. Being a coach is an incredibly privileged position and one we hold most sacred. I often say, if you trust your coach in the same way as you trust your Accountant, your Doctor and your Priest you can't go wrong. A coach can only operate on the level of information you share and they observe; therefore to get the best from them, you have to be willing to be at your most vulnerable also. We guarantee the privacy of our work together in all aspects of the work we do together.

- 4. We Guarantee a personal approach to you and your business**

Whilst the essence of business remains the same the world over (The Business of Business is Business – An exchange of value to the sustainable benefit of both parties) You, and your approach to business is unique. Therefore, in order to best understand how best to help, support, guide and hold you to account, we must first understand you and your business in order you can then rely on our business knowledge and experience. We therefore guarantee NOT to ever sell you an 'off the shelf' solution without knowing and understanding what we believe is the right course of action, and to make you aware of all the other options we have available to you.

5. We Guarantee the #ADDAZERO methodology has been designed to significantly and sustainably grow both you and your business.

We have worked within the teaching/training/coaching space for more than 20 years. Our #ADDAZERO methodology has been rigorously tested both within our own business, and that of a dozen TEST businesses (product and service, online and offline) PRIOR to it being commercially launched. Since then we have already supported hundreds of business owners to significantly and sustainably grow both them and their businesses. We guarantee that implementing the systems and processes within the program shall have an ongoing positive impact on both you and your business growth.

6. We Guarantee to show you how we define business success, and how to build a commercial, profitable business that works without you.

Even if you are an owner who loves business and who loves working “in” your business every day. We will show you how to build a company you can work “on” whether you show up every day or not. Regardless of your ultimate goals, you will learn the strategies, systems, and advantages of our definition of a successful business.

7. We Guarantee the level of investment you make is all inclusive

Unlike many of our competitors, who quote fee, only for the client to subsequently learn this didn't include, venue, catering, resources (and a whole host of other essential add-on's) We not only Guarantee the level investment quoted is inclusive of everything we have considered relevant and required as stipulated within the description (We also attend LOTS of training, and so simply say “What would WE want to be included when WE attend training”) but we also Guarantee the level of investment you make is valid for 12months. We will NEVER increase level of investment required to attend ANY of our training, coaching, workshops, masterclasses to our current customers, for a minimum of 12months from starting that training, coaching, workshop, masterclass.

8. We Guarantee to keep you in our thoughts!

Coaching with My TrueNORTH is not a job, it's a vocation. We eat, sleep and breath our business, and that means we never 'shut off' to opportunities both us, or our clients. As an international keynote speaker, I travel the world speaking at business events, conferences and exhibitions. I continue to build an extensive database of contacts and connections. I guarantee that if My TrueNORTH ever sees hear, learns of an opportunity that we see a direct benefit to any of our clients and their current goals, we will bring this to their attention, and where relevant and agreed make introductions accordingly.

9. We Guarantee to maintain our own CPD!

We guarantee to continue to invest heavily in our own Personal and Professional Development, and to pass on this CPD to our clients. Ensuring you are always provided with the most up to date information available to and known by us at that time.

10. We Guarantee to be open and willing to receive all YOUR feedback!

We guarantee to being open to you and your feedback. We welcome your thoughts and suggestions, to your observations and considerations and to take on ALL feedback to help shape who we are and what we offer.

11. We Guarantee to stay true to our mission!

We've made it our MISSION, to help 100,000 Business owners to significantly and sustainably grow both them and their businesses. With the ultimate aim for 10,000 to #ADDAZERO to their Personal Disposable Income. By reading this, I sincerely hope you are to be a part of that number.