

## Coaching Areas Overlap

Business Plan &  
Goals – Setting  
& Measuring –  
Profitability-  
Driven

Evaluation of  
Systems, Tools,  
Models and  
Branding

Culture, Mind-Set  
Improvement

Reporting –  
Identifying and  
Removing Road  
Blocks to  
Performance

Tips and  
Coaching Plays  
for Customer  
Conversion