



## I Choose...

Let's be honest: 2020 has been a pretty crappy year. Really weird things have happened all across the world. Whilst you're still trying to get your head around one issue cropping up another five others have already happened somewhere else. Even if you're doing well in many ways, it's still been an emotional roller coaster and one that will have lasting memories, not all good, and for a long time to come.

[Read more...](#)

## Consider This Before Hiring a Business Coach

*A business coach can be indispensable resources for problem-solving and strategizing – if you have the right one.*



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Microsoft 365

**Access your business, anywhere**

Connect with your team on the go and access files from anywhere with 1 TB of OneDrive cloud storage per user

## How to hire THE RIGHT COACH

There are slackers, fly-by-nights and then the just plain delusional in every industry, including the business coaching industry. Working with a credible and professional business coach is therefore critical.

Cindy Constable—a Business Growth Strategist— writes in Entrepreneur Leadership Magazine

that hiring a business coach could be a risky business and cautions on a few things to consider when doing so in the article mentioned above.

Fortunately, ActionCOACH Business Coaching is not only rated as the number one business coaching firm globally—with the acclaimed awards to substantiate—but was founded by Brad Sugars, 23 years ago, who is the founder of business coaching as a practice in itself.

Our global Vision is to create, "World Abundance Through Business Re-Education" and therefore believe that we need to lead by example; our business coaches are hand-picked according to stringent criteria, one of which is a minimum of ten years business experience at a senior level, just to qualify. They are put through rigorous international training as well as continuous professional development; ensuring that you get a professional, congruent and world-class business coach to walk the entrepreneurial journey with you.

[Read Cindy Constable's full article here](#)

## There is still time to sign up!



**GrowthCLUB**  
BALANCE YOUR LIFE. GROW YOUR BUSINESS.

*Create the Roadmap  
to Your Success...*

[Book for GrowthCLUB now](#)

**What if you could step out of your business for just one day every three months and get laser-focused on what you need to do to grow your business?**

Failing to plan is planning to fail and for many business owners, who are caught up in the day to day of their business, finding time to plan for your business can seem impossible and finding the time to reflect on what's working and what isn't can be extremely difficult.

**Here's how GrowthCLUB guarantees results in 90 days:**

GrowthCLUB is a once a quarter workshop that makes creating tactical plans for your business both educational and fun. At GrowthCLUB, you are trained in strategies that will help you master your time, be clear on your priorities and equip you with the mindset and tools you need to achieve your goals.

GrowthCLUB is a national event mostly happening in the third week of November 2020 for the fourth quarter of this year. Find a coach in your area to book with now.

[Find a coach in your area and book for GrowthCLUB](#)

# Testimonials



## Coach Testimonial

Brendon Saunders is based in Edenvale, Gauteng. After experiencing the benefits of one of the ActionCOACH programs as a client firstly, he was determined to also help business owners experience the same peace of mind as he did.

Brendon's biggest reward is to see business owners gain better control over their business, team, time and money.

[Watch the video here](#)

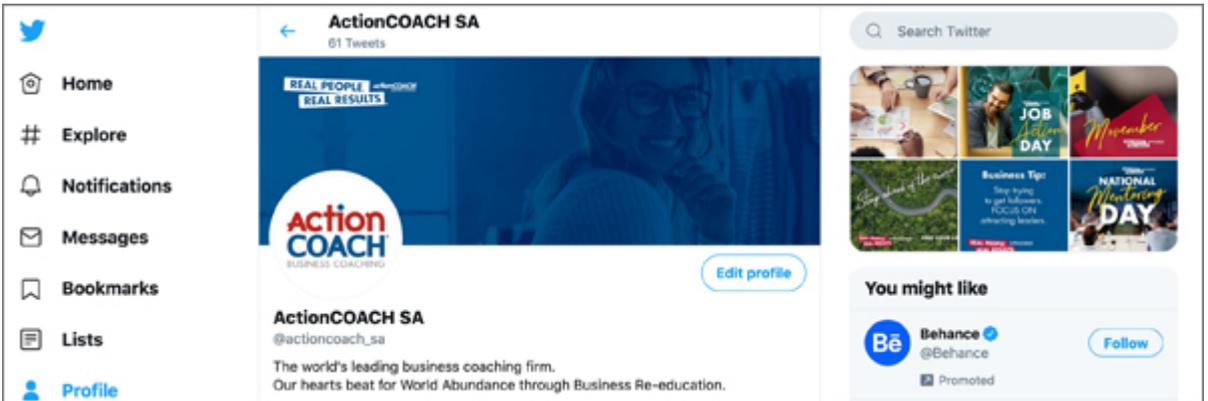


## Client Testimonial

Jaenine Topping is the owner and managing director of Wealth In Progress Training in Durban, South Africa.

Her "most amazing" business coach, Marlene Powell, has turned her business around! Jaenine is now more focused on her business than ever before, and the growth in her business has been remarkable. She thanks Marlene for "kicking her butt when it needed to be kicked!"

[Watch the video here](#)



## Follow us on Twitter

We are now on Twitter! Please follow us on Twitter at @actioncoach\_sa to comment, like and re-tweet! Stay in the loop with our tweets about upcoming events, webinars, business networking opportunities and general business tips.

[Follow us here](#)

## In our blog



### A sales mindset that works!

Mindset drives everything; including how successful—or otherwise—we are in making sales. We must let go of these traditional mindsets; “I must make a sale” and “sales is a chasing game” and “I must defend myself ferociously when there is an objection, approach or thinking.”

[Read more...](#)

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## In the media



### Advice from the experts on how to future-proof your business

Hirsch’s Home Store executive director Margaret Hirsch and ActionCOACH Marlene Powell have a mission in their weekly entrepreneurs’ workshops.

During one of the October Friday events Margaret said she had seen many companies that just needed a good marketing strategy, close down because they gave up.

“You need to plan correctly. Bring in a business coach and formulate a proper business plan – this will take your business to the next level,” Hirsch added.

Marlene highlighted a few points that business owners are getting wrong, “A lot of business owners are trying to do too much on their own. Take a step back and ask yourself – why am I in business? Is it to create a better quality of life for you and your family? To have more time off? Then hire staff that are trained and are passionate enough to run some of the aspects for you,” she said.

[Read the full article here](#)

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## Is your team on track, or are they off course?



## Take the quiz to find out!

Teams are a key component of any business, but they are often inefficient. A wide-ranging survey conducted by Harvard Business School, spanning a variety of sectors indicated that up to 75% of cross-department teams are inefficient. Some of the reasons for failure include teamwork, morale and competitiveness issues, as well as taking too long to complete their tasks.

If your staff is performing at the highest level, how do you know? We have prepared an quick quiz intended to help business owners become more informed on how effectively—or ineffectively—their team is functioning.

[Take the "Is Your Team on Track" test now](#)

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## Read our previous newsletters

[View them here](#)

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