

## A MILESTONE YEAR FOR ActionCOACH

2017 Is a year of great achievements for ActionCOACH, the world's largest business coaching firm.

In early January the Franchise Business Review (FBR), an independent national marketing research firm focused on franchisee satisfaction and performance, awarded ActionCOACH a Top 50 2017 Franchisee Satisfaction Award.

To create their Annual Guide to Today's Top Franchises, FBR surveyed 26,000 franchisees, examining critical areas of the franchise system, including financial opportunity, training and support, leadership, operations, product development and core values as well as the overall health of the franchise system. These survey results deliver the unbiased facts directly from today's franchise owners.

"Our goal as a franchise community is to work together to ensure the success of all our franchise partners. It is exciting to see our hard work and dedication to service and excellence recognized," said ActionCOACH Global Chief Executive Officer, Vic Ciuffetelli.

In fact, ActionCOACH is one of only 14 international franchise brands that has made the Franchise Business Review's Hall of Fame. This elite group of franchises have all made the Top 50 a minimum of ten times since the FBR50 awards was introduced in 2006. ActionCOACH has made the Top 50 list every year since inception, making that 12 consecutive years.

In addition to their FBR50 award, ActionCOACH is also celebrating 20 years of franchising as well as its 10-year anniversary in southern Africa.

In May 2007, just ten years after ActionCOACH started franchising, Master Licensees Harry Welby-Cooke and Pieter Scholtz launched ActionCOACH in southern



*Above: Most of the ActionCOACH SA team with Brad Sugars at the ActionCOACH 2016 Annual Global Conference hosted at Sun City.*

Africa, which today boasts over 40 franchises. "It has been an absolute privilege to launch such an exciting yet vital brand on the African continent. Daily our team of business coaches work with passionate, successful entrepreneurs to move their businesses forward. The future of our beautiful continent lies in more entrepreneurs creating successful, profitable and sustainable businesses. We pride ourselves on being instrumental in that success and whilst the first decade has flown past, the next is even more critical. No athlete, sportsperson or team would ever consider reaching their full potential without taking on one, or even multiple, coaches. So, to reach your full potential and succeed in business today, business coaching has become an imperative," said ActionCOACH South Africa Master Licensee, Harry Welby-Cooke.

However, it is not the recognition and milestone achievements that the ActionCOACH community pride themselves on, but rather the positive contribution and value they add to the lives of business owners and their community on a daily basis.

### **DO YOU WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY?**

Join the ActionCOACH Business Coaching team today! Call +27 61 587 3872 or complete the online form on <http://www.actioncoach.com/southafrica/apply> □

**ActionCOACH**  
business coaching