



The ActionCOACH Ignite team (L-R) Chenal Brummer, Darryn Le Grange, Deborah Coskey and Natasha Swartz.

# SECRETS SHARED

## How we've won 20 National Awards & 1 Global Award

We are delighted to share the news that our team recently won 5 awards at the ActionCOACH South Africa Virtual awards ceremony.

**ActionCOACH Firm of the Year**  
(5th Consecutive Year)

**Franchise Partner of the Year**  
Darryn Le Grange

**Coach of the Year**  
Deborah Coskey

**New Coach of the Year**  
Natasha Swartz

**Office Manager of the Year**  
Chenal Brummer

In the last seven years we have won **20 Local Awards & 1 Global Award** and a number of people have asked us how we keep winning these awards? Well, it's quite simple – **we follow our own recipe**, the same recipe we use to coach our business owner clients to success. Now when we say recipe, we are not talking about a 'cookie cutter' approach, rather a customised approach using our coaching framework. A framework that has

been successfully applied to the hundreds of businesses we have coached over the years.

**Here are the 11 Reasons Why we won these awards:**

**1. We have a very compelling Vision Statement -** One that every team member endeavours to deliver on every single day and one that everyone can recite off by heart at the drop of a hat. Our Vision Statement calls for us to be the very best we can be every single day.

2. We are very disciplined in taking a full day out at the beginning of every year to set our **12 Month Goals** for the year. These goals crystallise exactly what we are aiming for, for the year ahead. These goals get us out of bed every morning and drive us to work. These goals take the guess work out of what we have to do and we get on with it.

3. Every single team member has a set of **Key Performance Indicators (KPI's)** that they are expected to deliver on. If off track, they are coached on how to get back on track. Everyone knows what is expected of them and everyone has a plan in place to deliver on their KPI's.

4. Of the 5 recent awards we won, 4 of them are **based on Financial Numbers**. We track our numbers weekly against the targets and budget we have set. If we veer off track, we immediately brainstorm and take action to get back on track. You cannot ignore the numbers in your business. At the end of the day, every business is in the same business - **the business of profit making**.

5. The key to achieving the numbers we have delivered is a strong **Marketing & Sales** performance. To this end, we have an **Annual Marketing Plan** that we set at the beginning of the year that lays out everything we need to do from a marketing perspective, divided into 52 weeks of the year. Once the plan is done, the thinking is done and it's therefore simply down to execution.

6. **Testing & Measuring** - We test and measure everything in our business! If you don't measure it, you can't manage it. Our testing and measuring tells us which marketing strategies are working and which ones aren't. We measure all the key drivers in our business.

7. We manage our Time

using **Default Diaries** to ensure we are spending enough time working "**on**" the business in addition to working "**in**" the business. Working "**on**" the business allows us to take a step back, strategise and plan. We also ensure that we do not keep ourselves busy, but rather productive. Busy and productive are **not** the same thing.

8. We strictly follow the ActionCOACH **6 Keys to a Winning Team**. These 6 keys ensure our team are highly motivated and perform at their peak.

9. We have a fully **Systemised Business**, with a documented manual that stipulates how we do everything in our business from how we greet somebody at the door to how we organise our events and deliver our coaching. The fact that our business is systemised ensures consistency and best practice on a daily basis.

10. Using our **Ladder of Loyalty**, we have created a number of Raving Fans. Raving Fans are clients that go out of their way to refer you - giving us a great stream of incoming leads. Raving Fans do not happen on their own, you have to take the appropriate steps to move them up the ladder.

11. Finally, and perhaps most importantly of all, we **LOVE what we do**. We love the fact that we get to help people make more money in their businesses. By doing this, we improve the lifestyle of the business owner and their team. Businesses grow which leads to job creation and job creation leads to a better economy for us all. We love the fact that we get to work with businesses from a variety of industries and that we get to form such deep and meaningful relationships with our clients. We are extremely grateful to each of our clients for their ongoing support.

**KEY Question** - How many of these 11 points are in place in your business?

Each of the 11 points mentioned above are achievable for any business owner. You can achieve almost anything if you really want to and you take the correct **ACTION** required.



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