

Why Use The (W)Right Coaching CC

“You create your universe as you go along.” (Winston Churchill)

Courtesy



What You See (in your mind's eye) Is What You Get

The (W)Right Coaching cc

We enable individuals, companies and organisations to transform from their current to their chosen desired state. The coaching process makes it possible to be more focused, and raise the level of performance, thus becoming highly effective. We facilitate personal mastery, the transformation of people's lives, personal reinvention, and enable people to achieve any, or all of their goals, and to lead balanced purposeful, fulfilled lives.

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WHY USE THE (W)RIGHT COACHING cc? WHY ARE WE THE BEST PICK FOR YOU?

This document contains the following subjects

- Graphic representation of staying as you are (keeping your existing transformation service provider and not using us);
- Introducing and using The (W)Right Coaching cc's services;
- Why you MUST use us;
- What are our unique offerings (amongst others) that add value to YOU;
- What sets us apart from others in our field;
- Why Use Us – Continued;
- Closing.

Graphic representation of staying as you are (keeping your existing transformation service provider) *as opposed to introducing and using THE (W)RIGHT COACHING cc's products and services.*



**NOW GO TO THE NEXT PAGE FOR THE
GOOD NEWS**

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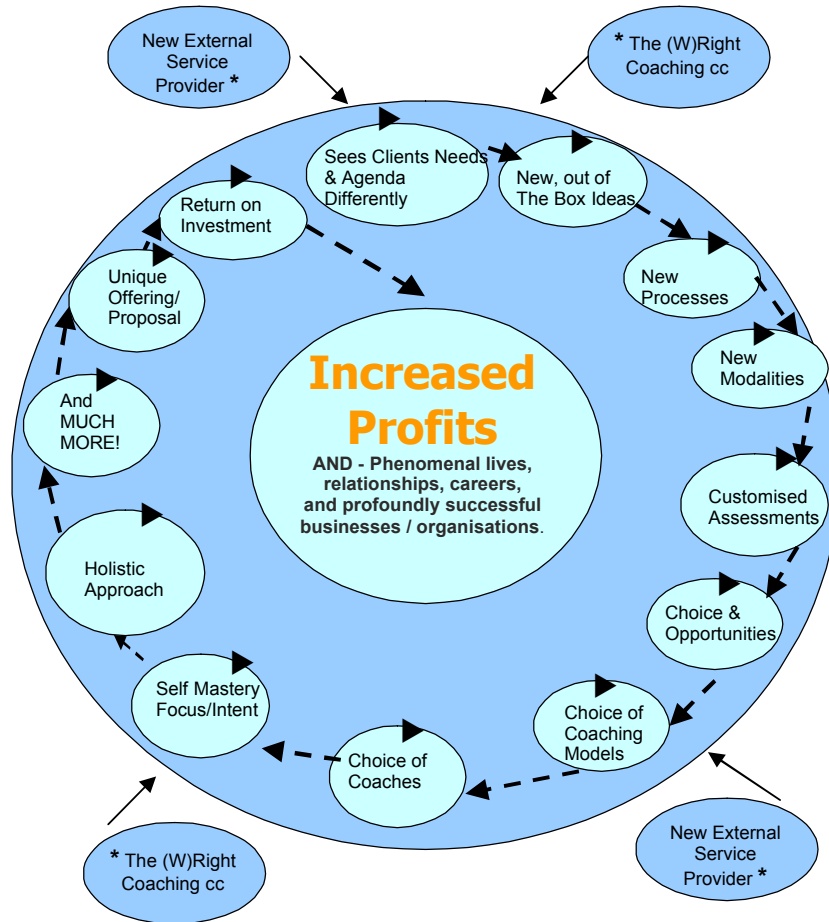
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Transformation Through The (W)Right Coaching cc



* Above = The (W)Right Coaching cc

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Why use us?

- First and foremost, we have **unique offerings** that set us apart from others in our field of expertise. Therefore we offer more value to YOU;
- We specialise in Executive, Life, and Relationship Transformation Coaching;
- We effect **positive and sustainable change** in individuals, groups, and businesses / organisations;
- The change we effect results in cost savings to your business / organisation (Return on Investment – ROI);
- We will assist you implement a world class talent management programme within your organisation (or enhance your existing talent management programme);
- Steve Krummeck (company owner & lead coach) is on the **Gordon Institute of Business Science** list of preferred coach's;
- Steve is a member of the South African Chapter of **The International Coach Federation** (ICF);
- More on page three.

What are our unique offerings (amongst others) that add value to YOU?

- **The book, "The Game of Life and Success – Steps to Self Mastery and Happiness"** – A guide to similar (and others) outcomes as The Invitation workshop and The Happiness Programme;
- We have access to (therefore they are available to you) Results certified coaches, Co-Active Coaching coaches, Creative Consciousness International coaches, I-Coach Academy coaches, Meta coaches, and more. These coaches bring their own unique set of skills and experience into our transformation coaching offering;
- **We customise a transformation intervention** (which might include transformation coaching) suited to your unique circumstances and desired outcomes;
- **The Happiness Programme** – Truly unique in South Africa. This can be described as a 'positive psychology' intervention / programme designed to (amongst other things) enable you become happy/happier, more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place;
- **The Invitation workshop** – A profoundly powerful workshop which moves attendees into a deeper realisation of their authentic selves, their essence, as well as awaken attendees potential for personal mastery and as a consequence have phenomenal lives, relationships, careers, and or a profoundly successful businesses / organisations;
- **C.H.I.L.D. Technique (Children Having Important Lifestyle Direction)** – The only intervention of its kind in South Africa offered primarily to children diagnosed with Attention Deficit Disorder and Attention Deficit Hyperactivity Disorder (**ADD & ADHD**).

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What sets us apart from others in our field?

- Our Unique Offerings;
- We have over twenty five years' hands on working experience in the corporate environment. Few coach's and coaching companies are able to attest to this;
- We draw on a minimum of fifteen years of related experience, qualifications, and skills;
- Amongst others, our lead coach's corporate experience (and associated qualifications) is in the following areas: -
 - Project management, marketing management, human resource management, business management, financial management, administration management, sales management, reengineering, communication science, public relations, coaching, training and development, workshop facilitation (locally & internationally), and more.
- We are amongst a handful of professional coaches who effectively weave, Psychoneuroimmunology (PNI), Metaphysics and Quantum Physics, and Positive Psychology, into our clients coaching sessions, thereby assisting them to achieve their goals, in effect everything (within reason) they set their minds to (realise 'What You See {in your mind's eye} Is What You Get');
- We use a set of internationally recognised customised assessments (people assessments) that will measure/assess your specific requirements, thus resulting in a truly customised coaching intervention. The assessment/s are interpreted by top class Industrial Psychologists;
- We are affiliated with some of the leading (BEE) coaching companies and coaches in South Africa; Steve is the **author of the Book, "The Game of Life – Steps to Self Mastery and Happiness"**. This book is unique in the world and transforms individuals (therefore groups, companies, and organisations) in a profound way. The book is designed to bring about a state of personal mastery (amongst a multitude of other outcomes);
- Steve Krummeck developed and presents the **workshop (the only one of its kind in South Africa - SA) titled, "The Game of Life – Steps to Self Mastery and Happiness"**. This workshop is arguably the most powerful transformation workshop offered in SA which results in profound individual, relationship, career, business, and organisation transformation, including personal mastery;
- We impart "The Steps to Self Mastery and Happiness" to you as a guide to achieve the unimaginable (within reason);
- Steve Krummeck is the only person in South Africa who has developed and runs a workshop to train individuals and groups on the Happiness Programme. The **Happiness Programme** in question utilised processes (amongst others) that were developed by an international expert who holds a PHD in happiness. People who are happy or become happy/happier through this programme tend to be more effective, be more cooperative, are pro-social and charitable, are more likely to enjoy superior work outcomes (Greater Creativity, Increased Productivity, Higher Quality of Work, and earn Higher Incomes), are more likely to have a stronger immune system, are more likely to live longer, are more likely to be more emotionally healthy, are more likely to enjoy larger social rewards (More likely to marry, Less likely to become divorced, More likely to have more friends, More likely to enjoy stronger social support, More likely to enjoy richer social interactions), are more likely to be more active, have greater energy and flow, and are more likely to exhibit greater self-control and coping abilities.

Why Use Us - Continued.

- We assist you bring about effective interpersonal relationships. Effective relationships after all are the core reason individuals, interpersonal interactions (one-on-one relationships, marriages, and so on), individuals careers, companies/organisations, and countries prosper and enjoy immense success;
- The (W)Right Coaching cc adopts a holistic approach to our coaching processes and methodologies. Where suitable and requested by our clients, we integrate a leading edge wellness (mental and physical) element into our customised coaching interventions;
- Through our coaching interventions, you will experience profound positive shifts, personally, with your relationships and or in your organisation (refer to Testimonials listed in our site in this regard). The CHOICE is yours;
- We will shift your awareness to a perception of personal choice as being your innate power to achieve anything you see in your minds eye, set your mind to, and undertake the necessary actions to achieve;
- As our vision is to be the preferred coaching company within our range of services, and to enable you experience first hand the power and extensive results that our coaching process elicits, we offer you a complimentary coaching session (one hour and available to individuals only). **Furthermore, you should and can expect significant value out of every single session.** To ensure this, we provide a 100%, money-back, satisfaction guarantee for all one-on-one coaching sessions. If you are not completely satisfied with any particular one-on-one session, should you feel dissatisfied, you may ask for and immediately receive your money back;
- Through a simple internationally recognised 'diagnostic' we are able to identify whether **you have an increased likelihood of falling prey to cancer, heart disease or other life threatening diseases.** Furthermore, based on a highly respected, acknowledged methodology, we are able to coach you in a manner which has been shown scientifically to have a powerful positive influence in **substantially reducing the likelihood of falling prey to one of the aforementioned life threatening diseases;**
- A powerful key to our clients' success in their journey with us in coaching sessions (whether as individuals or as an individual within a group or organisation) is for the client to identify AND ULTIMATELY ACHIEVE their goals, dreams, aspirations, wants and needs. In addition, they would now feel empowered to determine and live their passion and purpose in life, as well as their vision, and destiny. Our clients come to realise AND utilise the AWESOME POWER OF THOUGHT IN RELATION TO REALITY; that is to say, THOUGHT BECOMES REALITY! This scientifically proven concept is effectively used in our one-on-one and group (business, corporate, organisations in general) coaching;
- One of our core reasons for existing is to enable people to find and live their purpose and passion with great exuberance. We also enable people to lead balanced, purposeful, effective and fulfilled lives. By choosing to live their destiny and legacy they ultimately embrace self-mastery, and experience the immense power of actualising their thoughts;
- Our **passion** is to as best as possible enable you to achieve every goal, overcome and solve every problem, and reach your new desired state. Our energy and dedication is palpable and this alone sets us apart from other coaches in the coaching fraternity. We will passionately strive towards enabling you realize and effectively use the remarkable fact that you are the master of your own destiny (individually and or as an organisation);
- One of the most powerful and rewarding elements of our coaching model is the immensely powerful relationship which quickly evolves between client and coach. This "relationship" is one of the many 'master keys' that creates a safe, secure and **challenging** environment in which the client **explores**, very quickly **evolves**, and takes advantage of their **inherent limitless potential.**

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Some of the outcomes that you can strive to achieve through utilizing our services

- o To become (or build on what is already present within the individual and or the organisation):
 - Empowered,
 - Focused,
 - Value adding,
 - Highly effective at interpersonal communication;
 - A high performer,
 - Highly effective individuals, leaders, teams, companies, and organisations;
- o Performance & leadership improvement and maximization;
- o A transformed life, personal reinvention, fulfilled, purposeful, a balanced life;
- o Enhanced personal and or work relationships;
- o More clearly defined individual or organisation agendas;
- o The realization **AND utilization** of (their individual and or their companies/organisations) -
 - Their limitless potential, life purpose & passion in life;
 - Their dreams & aspirations and wants & needs;
 - Their legacy;
 - Their vision;
 - Living and working ethically;
 - Creative mind power (What You See Is What You Get ®) - **improved personal and organisational results, more fulfilled and balanced life and organisation;**
 - Defined future self and or organisation;
 - Mastering their own destiny/organisations destiny;
 - The power of collective positive thought/vision;
 - Enhanced problem solving capabilities;
 - Self management; and
 - Personal & organisational long-term goals.
- o Mastering personal & or company/organisational choice and problem solving capabilities;
- o More rapid realization of personal and or organizational goals;
- o Understanding, seeing and creating **personal opportunities** within the individuals life for his/her own benefit and or that of the organisation; thus **optimising outcomes for the individual and or the organisation;**
- o **Changed behaviours** within a system (an organisation for example) to **bring about positive outcomes;**
- o A comprehensive analysis of the individuals and or thei organisations Strengths, Weaknesses, Opportunities, and Threats (SWOT analysis), and associated Threats, Opportunities, Weaknesses, and Strengths (TOWS) analysis, and a resultant life and or organisational strategy and plan; and
- o Become a whole person - mind, body, soul/spirit.

Closing

It's no wonder people and companies/organisations want to be coached by us. Taking charge of your life and or your organisations team's success will be the single most important step you ever take. Whether you have taken this first step or not and wish to:

- Achieve personal mastery,
- Reach previously unimagined heights,
- Be a top performer,
- Be or build on being a strategic, effective, inspirational, high value add leader, executive, and manager,
- Have truly rewarding relationships,
- Maximise your interpersonal communication skills,
- Turn your life around,
- Lead a rewarding, balanced and fulfilled life,
- Change any aspect of your life,
- Identify and live your passion, purpose and legacy, and more, then...

Our coaching methodology will assist you beyond your wildest expectations.

As coach, we facilitate the 'opening of the clients flood gates' to a completely new world. At The (W)Right Coaching cc we are aware of the importance and impact that our coach has on our client. In view of this, the client is the 'centre of our universe' during coaching sessions. We channel the immense power in coaching sessions in such a way as to enable you to achieve your desired goal, solve the problem at hand, or reach your desired future state.

Remember, you hold the key to your future. Our coach helps you use your key more effectively, guides, empowers, and ignites you to take that key and use it wisely and to its fullest potential.