



# ELICITING EXCELLENCE

"Helping successors succeed  
and owners get paid"™

Michael Beck International, Inc.  
Portland, OR USA

## New Owner Coaching

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### » Our New Owner Program focuses on:

- How to **Lead** (rather than manage)
  - How to **Influence** (rather than command)
  - How to **Gain Commitment** (rather than just compliance)
  - How to be **Strategic** (rather than tactical)
  - How to be **Proactive** (rather than reactive)
  - How to think **Big Picture** (rather than have a narrow focus)
  - How to make **Good Decisions** (rather than be impulsive)
  - How to be **Business Savvy** (rather than job savvy)
  - How to think **Long-Term** (rather than day-to-day)
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### » Our Executive Coaching Provides:

- **AN UNBIASED SOUNDING BOARD** – Every owner needs an objective, supportive confidant with whom to complain, vent, confide in, and talk things out, but most owners don't have the right "sounding board". *An experienced executive coach provides that sounding board.*
  - **OUTSIDE PERSPECTIVE** – Outside perspective is essential as a catalyst for creative, game-changing strategic thought. Outside perspective is also necessary in order to uncover blind spots and move past them. *An experienced executive coach provides that outside perspective.*
  - **OBJECTIVITY** – Virtually everyone around an owner has an agenda. They either want things to change, or they want things to stay the same. In order for a new owner to hone their thinking and judgment, they need someone unbiased to provide objective input. *An experienced executive coach provides that objectivity.*
  - **GROWTH & PROFITABILITY** – As a result of working with us, you'll make better decisions, develop more effective strategies, and achieve greater growth and profitability.
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