

How to Get the Most from the Echelon Coaching Process

1. In the first phase we will set prescheduled appointments. You must have the discipline to call or contact us whenever needed. You can continue to make formal appointments or do it as the need arises, but do not assume that we will be following up with you. We generally only do that if we haven't heard from someone for weeks, and not always even then.
2. When you call, be someplace that we can reach you. We'll probably be back to you very soon. ALWAYS leave your phone number. Don't assume that we know it.
3. State challenges, questions and concerns as specifically as possible, and state those as up front as possible, before providing a lot of background. That enables us to determine which information is most important, and what we have to ask you.
4. Don't feel obliged to accept our advice. We'll always be candid and honest, with your best interests in mind. But you're the one responsible for your success, so feel free to disagree. But don't be defensive. This isn't a debate, and you don't have to defend your decisions.
5. Move a few things forward by a mile, rather than a hundred things forward by an inch. The value in this program isn't in volume, but in success.
6. If you like, set deadlines with us for your own performance. You might commit to a completed article or series of prospect contacts by a certain date, and then ask us to discuss the results with you by a certain deadline.
7. Don't get frustrated. Few things show dramatic improvement overnight. It's important to persevere, and to keep doing the right things repeatedly. Just because you've published an article, or networked doesn't mean you're through with that marketing effort.
8. Don't simply share your setbacks and frustrations. Share your successes and achievements. We can do a lot more by building on your strengths than trying to correct shortcomings.
9. Try not to call from a car phone, cell phone, or public place unless it's an emergency. Wait until you are focused and comfortable.
10. Remember that you have unlimited access *during our business hours*. That's nine-to-five Eastern. If you need an exception, that's no problem, but don't normally expect to call at 8 p.m. and wait for our return call that evening. Also, don't send us something you want feedback on that needs to go out immediately. Give us a day or so "cushion," even though we may not need it.

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