

Business Coaching Offer



By Gerard Mohamed

"I absolutely believe that people, unless coached, never reach their maximum capabilities" - Bob Nardelli

The Simplex Business Coaching Program

This is a Business Coaching Program designed for South African Social Entrepreneurs and Small To Medium Enterprise Business Owners. Typically, they are struggling to gain traction, and not yet reaching their ideal clients. At worse they are overlooking or not maximising current and future opportunities ...

This problem is further underscored by posing the following Questions:

- Are you running your business or is your business running you?
- Could this state of affairs be the cause of your stress, confusion, uncertainty, or even being overwhelmed by sporadic but unsustainable success?
- Do you have so many ideas that you don't know how to bring them competently and confidently to fruition, or being able to decide which ones are viable through a process of eliminating non value-adding activities?
- Why is it that everyone compliments you and your business concept so much, yet you always struggle for sales?

The answer to all of the above is... **Business Coaching**.

Wherever you are at in your business journey, our signature program, **THE SIMPLEX BUSINESS COACHING PROGRAM**, can help you to identify your Social Entrepreneurial goals, your ideal clients, the most effective ways to reach them, and the critical factors you need to put in place for them to work with you.



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Details of The Coaching Program

The Simplex Business Coaching is a 6 month program that is designed to help you create a business framework that works for you.

We will start with your values and identify where you want to get to, who you want to work with and how you want to work.

Then we create a marketing strategy that attracts the right people to the business or entrepreneurial venture. It then progresses towards a **Step-By-Step Actionable Plan** to get you to your goal, allowing you to earn now then scale when you're ready.

The program is offered on two levels, which distinguishes between:

- a) A pure start-up and
- b) An established business based on the below diagram



It is to be appreciated that the offerings for new business being established is very different to an existing business - Certain businesses and many other Social Entrepreneurs require a review of existing offerings and repackaging with online subscriptions or options to access offerings. A new venture in its formation stage on the other hand, will need guidance in clearly defining the business concept and identifying the best "route-to-market". The above matrix will be used as the guideline to establish where the business is currently at.

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THE PROGRAM IS SPLIT INTO THREE SECTIONS:

1 - Discover

We will engage in person or electronically via WhatsApp, Zoom or any other convenient method, in order to take a deep dive into your business.

We will look at your values, your goals and what you want to achieve and whether the local community involvement and/or benefit is consciously incorporated as part of an inclusive social plan, with job creation as a key element.

The Discover workbook offers a fun, creative and engaging way to take a step out of your business and really work on the bigger picture.

2 - Plan

Got your goals sorted? Now let's plan how to achieve them.

With the information we have gathered we can then build a business framework to grow with you. This dedicated session will ensure your plan is tailored to you and your organization, whether you're at the beginning of your entrepreneurial journey, established but struggling or on the road to success but facing issues with staff, clients, and the immediate community.

We'll prioritise your tasks so you can still have a work life balance. You'll have clear direction on what to implement each month without feeling overwhelmed and know exactly where to put your focus and time.

3 - Implementation

Coaching sessions 2 x month - It is absolutely great to have a plan, but it can be difficult to keep on track, especially when you get stuck!

Session 1 - We will break down the priorities for the month and what tasks you need to focus on. Your plan will be clearly defined and micro-tasked so that you will know what you need to do and in which order.

Session 2 - This will be the halfway point in the month, where we will review your progress, ensure you're on track and address problems or roadblocks. With business management expertise, proven entrepreneurial flair, inherent empathy for community empowerment and job creation, consistent support, and accountability, you will most certainly keep moving forward and hit your goals most of the time.

The use of "you" is merely for ease of reference as the Simplex Coaching Program can be applied to one-on-one interventions, management teams or community groups.



COSTING PRINCIPLE

This is based on a continuous 6 month period of coaching, and comprises of 2 x 90 minute, highly focused monthly sessions either electronically or in person where possible. There is flexibility based into the costing to make due provision for,

- Online platforms to increase the offerings and ensure efficiency.
- Writing of proposals for funding and new opportunities
- Reviewing costing and offering price
- Internal control mechanisms to minimise risk and ensure accountability
- Timelines to ensure an effective financial turnaround strategy

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COSTING DETAIL

START-UPS

- Individual R3,000/month
- Management Teams Group Sessions (2 to 5 persons) R5,000/month
- Community based Organisations (Individual) R1,500/month
 - Up to 5 Members of The Management Team R3,000/month

ESTABLISHED BUSINESS

- Individual R4,000/month
- Management Teams Group Sessions (2 to 5 persons) R8,000/month
- Community based Organisations (Individual) R2,000/month
 - Up to 5 Members of The Management Team R4,000/month

- The above includes all supporting and reference material, workbooks, templates, and Email /Telephonic Support on a reasonable basis throughout the coaching period.
- In-person coaching sessions will incur additional traveling costs where applicable.

Please note that the above reflects guideline pricing, as each packaged offer will differ for each individual or organisation. The final pricing offer will be based on a needs analysis and consultative approach with the individual or specific entity concerned.

GUARANTEE - An effectiveness review at the end of the first 3 months must realise savings/increased business revenue equal to or exceeding 50% of the program cost, or else the last 3 months are offered at no cost. The pre-condition is that all recommendations, agreed tasks and action plans to have been put into effect.

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ADDITIONAL SERVICES

Business Plan for Internal Purposes	R4,000
Business Plan for External Purposes (Funding/Grants)	R8,000
Company / Business Profile (including logo design where required)	R2,000
Basic Services/Product Website (Up to 10 pages)	R4,000
Complex Website for Commercial/E-Commerce (10 Pages+)	R6,500
Website Maintenance /Blog Writing/Newsletter/ Autoresponder/Email Setup from website address	R1,000/Month No Cost

For Enquiries and Expression of Interest, Contact:

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Cell: 084-2070131 and Email: Gerard.mohamed@gmail.com

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Meet The Coach



Gerard Mohamed is a seasoned business management strategist, coach, and mentor with high level exposure as a senior manager within the marine and petrochemical industries, and a successful history of working with community based and non-governmental organisations in a voluntary capacity. He is a firm proponent of the “South African Excellence Model”, passionate about efficient business processes, and effective management to achieve sustainable returns on investment. A very strong advocate of social entrepreneurship, employee empowerment within the workplace in general, and the youth in particular, with a dedicated focus on skills transfer, and unlocking potential. Meticulous researcher, analyst, strategic thinker, avid reader, prolific business writer and facilitator with a proactive focus on innovative yet practical solutions.

Notable achievements amongst many others, include running his Family Trust portfolio of investment properties on a country-wide basis, high level consulting for the Saldanha Bay Industrial Development Zone (IDZ), Voluntary Partner to a primary school principal in the disadvantaged and impoverished area of Elsies River in Cape Town to effect sustainable change. Acknowledged and featured in the book *“Partners for Possibility”*. Formerly strategy advisor to the Steenberg Foundation which focused on youth empowerment in the township. Founder Member of the Hanover Park Youth Association on the Cape Flats.

Qualified as a Marine Engineer and also holds BCom Hons and MBA degrees. He is an accredited facilitator and registered assessor for Generic Management, Marketing Management, Project Management and Organisational Change Management with the Services SETA.

TESTIMONIAL:

"This was the perfect time to have a business coach, my entire body of work was packaged better, and the offerings were professionally streamlined. I could focus on the social on my social entrepreneur journey while he ensured the entrepreneur component was well established." BDLS AFRICA (PTY LTD Barbara Lawrence Strydom [Barbara@bdlsafrica.com - 083 6323240]

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