

## The Strategic to Tactical

### Coaching Process

Success comes from a balance of *Vision, Beliefs, Skills and Actions*. They are all essential ingredients in the recipe for success—leave one of them out and you'll likely end up with a bad taste in your mouth.

On the other hand, when you have all four of these in the right balance for you, you can start to create the life that up till now you may have only dreamt of. Let's explore what each of these ingredients is...

### Vision

Your vision is the "Big Picture" of where you want to be in the future.

This is working at the *strategic* level. Working



together, we'll help you discover the answers to questions like these:

- Where do you want to be in 3-5 years, personally and professionally?
- What would your ideal week and day be like?
- What are you most excited and passionate about and how can you get more of that in your life?

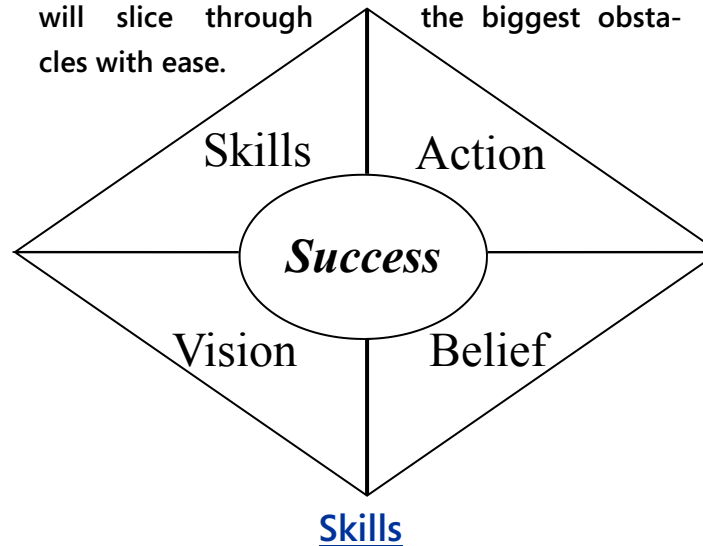
### Beliefs

Henry Ford had it right when he said "*Whether you believe you can or can't, you're right*". Taking the time to



examine your beliefs about what you think can and can't be done will have a dramatic impact on your ability to create an amazing life.

Aligning your beliefs with your vision will give you the focus and power of a laser beam that will slice through the biggest obstacles with ease.



Most of us got into business for ourselves because of a specific skill or technical knowledge. Once we were in business for a very short time, we soon realized that there were other skills such as sales, marketing, accounting, managing and leading that we had never learned.

The good news is that these skills can be learned

more easily than you may have ever expected. We use a "Critical Success Factor" audit to analyze where you may have gaps that are keeping you from being as successful as you want.

### Action

All of this means very little until we translate it into an action plan that you can act on, on a consistent, daily basis. This is the *tactical* level of activity where the rubber meets the road.

Coaching becomes helpful here to help you stay accountable to the commitments that you've made. The only good plan is the one you follow through on and a coach can be a major ally in the action department.

### Next Steps

If you'd like to explore what the Strategic to Tactical process can do for you, please contact Dr. Peter DeShane at [peterdeshane@peterdeshane.com](mailto:peterdeshane@peterdeshane.com) or call (519) 630-9171 to book your complimentary initial consult.

