



5 TIPS TO HELP LEADERS BECOME **THEIR BEST**



FEEL LIKE YOU'RE HITTING THE CEILING?

Many business coaches launch their practice because they're passionate about helping others. They know firsthand how difficult it can be to run a great business, and how much it hurts — financially and emotionally — to fail. There's no greater reward for these people than leveraging their own skills and experiences to help clients achieve their vision, execute on their plans, and enjoy the ride.

Loving that kind of work is easy, but the life of a business coach can be wearisome as well. It's tough to be great at finding new clients, positively and permanently impacting the ones you have now, and running your business — all at the same time. It's not at all unusual to feel like you're hitting the ceiling.

There's a better way to help business owners and their leadership teams and to build and run your own business. Here are our five essential tips that you can use immediately to help your clients become their best — while spending more time doing what you love.



FIND A COMMUNITY

Business leaders tend to be strong personalities with their own opinions. It won't be long before clients begin to push back on your process and question your methods. If you're on your own as a business coach, you don't have a group of peers to rely on for wisdom and advice. It can be difficult to justify your methods if you're only relying on your own experience and authority.

It can be lonely as a business coach. You've always wanted to work for yourself, but now you're working *by* yourself. However, when you're plugged into a community of like-minded peers, you get to be independent while benefiting from a community on your journey to mastery.

Finding a community of like-minded coaches is incredibly important to your ability to help clients become their best. Not only does a community provide an immediate wealth of knowledge you can draw from at a moment's notice, but it provides an anchor that legitimizes your methods and processes.



2 STOP TREATING SYMPTOMS

Solving issues at the root is hard, and scary. That's why your clients often focus on symptoms and never deal with the real issues causing all of the pain.

It can be easy to fall into that trap as a business coach as well. Treating the pain appears to offer a quick fix, wins approval from your client, and allows everyone to move on. But you may be ignoring the harder reality that lies beneath the surface.

Your clients may appear to be unaware of their root problems, but usually they subconsciously know what they are — they just don't want to deal with them. Be prepared for your clients to actively avoid going to the root of their issues ... and be prepared for the temptation to follow them.

When you treat the surface problem, the underlying issue is still unresolved. Your client will repeatedly address the same issue, and they won't be able to gain the traction they need to become their best.

The Entrepreneurial Operating System® (EOS®) is designed to help you strengthen the Six Key Components™ of any business using time-tested tools and disciplines that have been proven to work in thousands of entrepreneurial companies. Strengthening these components will help you get to the root cause of issues and solve them — for good.



FOSTER INDEPENDENCE

There are limits to your time and to your client's money. To truly create lasting value, teach your clients to walk, and then run, on their own two feet — to solve their own issues and find their own answers.

Make it your goal to work yourself out of every job. Facilitate more, consult less. Help your clients assemble and harness the wisdom of their own people, rather than relying on you. That creates real, lasting value — the kind business owners and leaders tell their friends about.



LIVE YOUR IDEAL LIFE

Are you working crazy hours trying to build your own business while helping your clients do the same? That's an unsustainable model, and it doesn't exemplify good business practices to your clients.

Most entrepreneurs want to do what they love, with people they love to be with, while earning a good living. If you can't enjoy that lifestyle, your clients would be wise to ask if you can really help them achieve that vision.

Model your business in a way that allows you to live your ideal life, so you can help your clients truly live theirs. EOS is built to help its Implementers — and their clients — do what they love, make a huge difference in other people's lives, and find time to pursue other passions.



5 USE A SIMPLE, PROVEN SYSTEM

Many business coaches are intense learners, constantly reading the latest books and downloading all the tools and tips they can. They cobble together their own system of tools and methods from multiple sources. But because they weren't designed to work together, these "Frankensystems" become inefficient and clunky. As a result, the systems work against each other and leave hidden gaps that can be pitfalls for the company. New problems arise, while the leaders never fully see the results they're looking for.

Most businesses and leadership teams need less, not more. Rely on a proven, holistic system that's simple to implement and universal for nearly every organization. With a proven system, you don't need to invent anything. That means you'll spend less time preparing to work with your client, and more time delivering results.

DELIVER MORE VALUE TO CLIENTS IN LESS TIME

The Entrepreneurial Operating System is a complete set of simple concepts and practical tools that has helped hundreds of business coaches and thousands of companies around the world achieve their visions.

Implementing EOS will help your clients get better at three things:

- **Vision** — Getting everyone in the organization 100% on the same page with where they're going and how to get there
- **Traction®** — Instilling focus, discipline, and accountability throughout the company so that everyone executes on that vision — every day
- **Healthy** — Helping leaders become a more cohesive, functional, healthy team

Whether you choose to implement EOS or not, your success (and your clients' success) depends on finding a proven system. Following these five tips can help you maximize your value to clients while also keeping your own sanity. You'll soon find more energy, renewed passion, and greater results — and so will your clients.

JOIN OUR COMMUNITY OF PROFESSIONAL EOS IMPLEMENTERS®

EOS combines timeless business principles with a set of simple, real-world tools to help entrepreneurs get what they want from their businesses. An EOS Implementer® combines a passion for helping entrepreneurs and their leadership teams with the skills to strengthen all Six Key Components of their business. Members of this community share the EOS Core Values:

- **Humbly confident** — Open, honest, real, and well practiced, ready to make a positive difference
- **Grow or die** — Driven to maximize every situation and to take ourselves and our clients to the next level
- **Help first** — Subordinating our personal interests to advance others, always giving value before expecting anything in return
- **Do the right thing** — Never betraying a trust and doing whatever it takes to resolve every issue so people can move forward
- **Do what we say** — Sometimes more, never less

JOIN US!

LEARN MORE ABOUT BECOMING A MEMBER OF OUR COMMUNITY.

Visit us at eosworldwide.com/eosi and sign up for an **overview webinar**.

ABOUT EOS WORLDWIDE

EOS Worldwide is a growing organization of entrepreneurs from a variety of backgrounds who are passionate about helping other business leaders succeed.

The power of the Entrepreneurial Operating System (EOS) is that it is real world, simple and practical. There's no theory or flavor of the month, no magic pills — just timeless, field-tested tools that work. EOS Worldwide offers comprehensive training and support to entrepreneurs and business coaches who want to implement EOS effectively.

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