

## NAVIGATIONAL COACHING FACT SHEET

### 1. HOW DO I MAKE MONEY? SAMPLE FINANCIAL MODELS

The following are meant as **\*\*examples\*\*** only and they are not the only options to bring this program to clients. The facilitator, as an independent business owner, sets the price for services. The only fixed costs are the prices paid to buy the materials needed for programs.

#### Example A

*In-house program for 12 leaders. The organization provides the room, refreshments and equipment. The facilitator supplies one Participant Guidebook for each participant.*

##### Revenue:

Workshop fee per day of \$2,500 <sup>1</sup> x 2 =	\$5,000
PG for each participant of \$195 x 12 =	\$2,340
Total revenue from client	\$7,340

##### Expenses:

PG's x 12 @ \$140 =	\$1,680
Shipping (approx \$10/book)	\$ 120
Total expenses	\$1,800

##### Profit:

**\$5,540<sup>2</sup>**

#### Example B

*A public program where the facilitator is responsible for the room rental, catering, equipment etc. The price of the Guidebook is included in the workshop fee charged. This example assumes 12 people booked in the public seminar.*

##### Revenue:

Workshop fee including the cost of PG per person \$995 <sup>1</sup> x 12 =	\$11,940
--	----------

##### Expenses:

PG's plus shipping (approx \$10/book) \$140 x 12 + \$120 =	\$ 1,800
Room rental, catering, etc. – estimate only --	\$ 4,000
Total expenses	\$ 5,800

##### Profit:

**\$ 6,140<sup>2</sup>**

<sup>1</sup>the fee charged per person is entirely at the discretion of the facilitator

<sup>2</sup>this number does not reflect any marketing costs

## 2. Other Revenue Opportunities:

In addition to leading workshops facilitators can also sell copies of the Coaching Conversations videos to clients and extra copies of the model cards.

Many coaches also offer follow-up coaching to participants to support their learning.

## 4. Co-Branding of Navigational Coaching Program

We are happy to customize the Participant Guidebook cover, model cards and/or DVD with your own company branding or indeed corporate use if your client so required. This would obviously entail additional time prior to placing an order for printing.

After your submission of the required logo, there would be a single charge for the incorporation of the design onto the Navigational Coaching material. Upon your approval of the design all future orders would then be printed using your personal branding, unless otherwise stated during the order procedure.

## 5. Alumni Membership

When you have become part of the growing community of Navigational Coaching facilitators we are happy to invite you to attend, free of charge, any or all of the future webinar series that are held.

You will be notified as to the dates of the upcoming webinar programs and will be able to join in the sessions to further consolidate your knowledge of the program.

## 6. Website

Our website, <http://www.leadscapelarning.com>, has a dedicated area for Navigational Coaching facilitators. Your login details allow you to access this page and use any of the material contained there to assist you in leading your Navigational Coaching programs. We hope that you will find informative and amusing material and video clips to aid you.

Please feel free to forward additional material for inclusion in the dedicated facilitator area. Anything that you feel may help other members of our community to improve their quality of program leadership.

## 7. Summary

The Navigational Coaching program was created by two seasoned leadership coaches with many years of coaching, facilitation and organizational experience. We believe the program is the best of its kind in the marketplace today. While it already meets and exceeds industry best practices, we strive constantly for improvement.



The intention of this program is to ensure facilitators are equipped to provide a rich, interactive learning experience for themselves and their clients using the Navigational Coaching program.

At Leadscape Learning we are committed to unlocking the potential of both our facilitators and the organizations they serve. We believe graduates from our program will feel both confident and competent in using Navigational Coaching to serve this objective.

We look forward to receiving feedback from you as you bring this program to your clients and hope that you will become a keen proponent within your own coaching environment.