



Dear Mark van Stolk,

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Subject: "Coach's Corner" for June - Developing A Vision Of Success!

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June, 2009



The Coach's Corner

Business Coaching - "Because Every Winner Has a Coach!"

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Dear Mark,

If you're like most owners of small businesses and you are 1) **frustrated** at your attempts to grow your business to the next level, 2) **tired** of working long hours for not enough pay, or 3) **worried** about what the bad economy is doing to your business - **Read On!**

Take a moment to read this newsletter, check out our website and gain some understanding as to how Calaveras Business Coaching can re-energize you and your business, move it forward, and make it fun again.

Mark van Stolk
Licensed Professional Business Coach

Developing A Vision Of Success!

When you started your small business, what goal did you have in mind? If you were like most other small business owners - replacing income. They were working for

Coaching Events

Coach's Quote of the week:



"I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable." -

John Russell, Managing Director, Harley-Davidson Europe Ltd.

Coach Mark van Stolk Is Available To Speak At Your Organization Or Special Event.

Does your organization need a speaker to present on

someone else and drawing a salary before and now they want to be at least as well off while working for themselves. Their vision is to get their business off the ground.

Such a short-term and low-hurdle vision does not tend to energize a person for the long haul - it gets old pretty quickly - it doesn't help you get out of your "Comfort Zone". On top of that, when times are tough, that vision often gets "downsized" even further to adjust for the reality of the current economy. This holds true, even for some people who held loftier visions at first. Suddenly "surviving" becomes your only goal.

To maintain energy throughout your working life you need more than that - you always need to keep the big picture in mind - the bigger outcome.

First, stop letting your current situation limit your imagination - focus on what is really important to you. Imagine a picture of where you want to be when you retire and be specific - again, focus on what is truly central to your values, yourself. It often turns out quite different from what you first expected!

Once you have developed that picture in your mind, write it down - make sure you capture it in detail. Then start collecting clippings of what it would look like - start a scrapbook - make it more real - make it part of yourself.

Try refining your vision together with your spouse, and sharing it with the people close to you. Someone I know keeps illustrations of his "vision" pasted on his bathroom mirror - this way he sees them every evening before he goes to sleep.

Then when you know where you want to end up, you need to develop a map that will get you there in your work lifetime. What will it take to make it real? What touchstones do I need to reach along the way - where do you need to be in three years, five years, and ten years? What will that look like?

As you develop this plan, you will stop thinking of trying to do everything alone, you realize it takes a bigger vision, with more people, more systems.... and before you know it you are working on a much higher level than you ever thought you would before!

This is the process that every successful businessman has gone through (in some form). It is an immensely energizing process! However, for many people, it is also much too intimidating to ever get started on alone.

small business issues for periods of anywhere from half an hour to two hours?

Coach Mark van Stolk has an extensive selection of interesting topics to keep the attention of the participants at your meeting.

We GUARANTEE that you will benefit from the information provided!

Call (901) 753-3753 to discuss availability and subject matter.

[More Information](#)

One way to jumpstart this process is to work with a business coach. Yes - you may be able to go it alone, but there is a reason why every great athlete has a coach.

Tiger Wood knows that his coach is critical to his continued progress and to his success in golf. Bob Nardelli, CEO of Home Depot, also knows that he wouldn't have gotten as far in business without his coach. As our tagline says: "Every winner has a coach!".

Give us a call at (901)753-3753 to set up your free one-hour JumpStart coaching session and find out more about identifying and reaching your vision!

Article by: Mark van Stolk - Licensed Professional Business Coach, Calaveras Business Coaching, LLC.

[Next month: "100% Responsibility"](#)

Listen to Coach Mark's Interview on KWAM990

Coach Mark van Stolk was interviewed by Nancy Crawford of the BBB and Robert Staub of the Small Business Chamber on the Small Business Show -

[Click Here to Listen to the Interview!](#)

Don't Forget!

"Ask The Coach" - a free opportunity to experience business coaching.

Join Coach Mark after "TalkShoppe" at the Better Business Bureau - every first Wednesday of the month.

[Click here for map](#)

"Talkshoppe" is a weekly networking and educational event, organized by Jo Garner of First Tennessee Bank at the BBB offices, every Wednesday from 9:00 - 10:00am.

A half hour "Ask the Coach" session will be held every first Wednesday after TalkShoppe - a FREE coaching opportunity!

For more information [Click Here](#)



**Save
50%**

Call us now and save 50% off the \$295 price of a basic **Business Effectiveness Evaluation.**

Find out where best to focus your energy for the greatest increase in profitability and effectiveness!

Calaveras' Business Effectiveness Evaluation is a three page self-graded questionnaire covering "key-points" in the nine principal areas involved in effectively running a business: 1) Marketing, 2) Sales, 3) Customer Service, 4) Human Resources, 5) Business System, 6) Profit Margins, 7) Financial Management, 8) Leadership, and 9) Work/Life Balance. The business owner scores his/her business and himself/herself on these "key-points".

The results of this evaluation provide a very reliable indication of the effectiveness of each area of the business and its systems.

Call Coach Mark at (901) 753-3753 for an appointment.

Offer Expires: June 30, 2009

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