

About: Our Company

What is ActionCOACH?

ActionCOACH is the World's #1 business coaching firm. Currently, **ActionCOACH** has more than 1000 offices in 26 countries.

In 2007, revenues/turnover were estimated at \$220 million.

Founded in 1993 by Australian-born entrepreneur Brad Sugars, **ActionCOACH** is one of the fastest growing franchises in the world. Every working day, someone joins the company as a new **ActionCOACH**.

The Brand:

ActionCOACH offers executives and professionals an opportunity to leverage their extensive business experience and skill sets in a way that immediately helps and impacts owners and their businesses.

ActionCOACH is uniquely positioned to offer these services to its clients. The company has been named the number one business coaching firm by Entrepreneur Magazine five years running. Since **ActionCOACH** started in 1993, no fewer than 10 national and international competitors have started business coaching companies.

Today, only **ActionCOACH** remains, and currently outpaces its nearest competitor in terms of revenues by 10-to-1.

With more than 250 offices in the Asia Pacific; 500 in the Americas, and 250 in Europe and Africa, **ActionCOACH** is a trusted business partner – one that is highly recommended by bankers, business organizations, community groups and major corporations.

Current Clients:

Small-and-medium sized business owners looking for timely information that can immediately grow their businesses.

Also, business owners looking for an alternative to conventional and costly business consulting services.

The average **ActionCOACH** client has annual revenues/turnover of between \$2 million to \$50 million, with an average of five employees.

Competitive Set:

Primarily “independent” business coaches and consultants, in addition to other coaching franchises.

COACHING. NOT JUST FOR SPORTS.