

## Coaching Plus

Foresight Plus coaching is beyond an advisory service - it is designed help you increase your team's capacity to solve problems and capitalize on opportunities in an effective fashion.

Specifically, here are a few things that a Coaching Plus relationship will help with:

1. **Build thought leadership** - Groom one or two spokespeople within the company to establish themselves as thought leaders. We will share the model with everyone but realistically, only one or two people will be able to play that role (may be not because of competence but because there is a serious time commitment). Please watch this video on [building thought leadership](#)
2. **Upgrade your story** - If all else is equal, the one with a better story always wins. Our goal is to help you tell a better story. This process, unfortunately is not a one-time activity as we need to constantly refine our stories to fit with what gets valued in the changing marketplace.
3. **Help you make meaningful connections** - While Foresight Plus will be happy to make new connections to expand possibilities for you, we will equip your key people get the necessary tools to build and enrich relationships on their own. Please read: [Lasting Relationships](#) (PDF, 20 pages)
4. **Help you implement hard-to-copy business models** - Given unlimited resources there may not be any business model that cannot be replicated. However, that's not the case for your or for your competitors. We will help you think through business models that are hard-to-copy giving you a competitive advantage right off the bat.
5. **Create adjacent social objects** - Social objects are things that people would want to have a conversation about. Creating social objects takes (a lot of) time, energy and money. A better approach would be to create adjacent social objects. These adjacent social objects will spark conversations on new media that will obliquely benefit you as you are part of creating them.
6. **Increase your leverage** - Everyone has only 24 hours a day but with good design, your key people can get a lot more in those 24 hours. It's not just managing your time that's required, it is leverage enhancement that can make a big difference.
7. **Enrich your stakeholders**: Ultimately it's a question of the meaning. Foresight Plus will help you think and implement ideas that will bring more meaning to stakeholders involved. You are only as rich as the enrichment you bring to the world around you.

The above list is not exhaustive and every relationship is customized to meet the needs of the company.

For an exploratory conversation, please contact us.