



**Vision** World Abundance through Business Re-education

**Purpose** A coach in every business

## **Mission**

ActionCOACH is a team of committed, positive and successful people who are always striving to be balanced, integral and honest. We will work within our “14 Points of Culture” to make sure that everyone who touches or is touched by the ActionCOACH team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.

We will always work in “co-opetition” with all those who believe they are in competition with us. We are in the business of “Edutainment.” We will educate ourselves, our clients and all those whom we work with, while we entertain them and create a fun learning environment. We will educate our clients in world-class marketing and business development techniques using audio, video, CDs, other technologies and simple workbooks, workshops and seminar formats.

Our products and services will be of the highest quality, value for money and, whether sourced from within the company or externally, will always add the most value and use the latest and most effective training methodologies available.

ActionCOACH clients, whether they be small, medium or large in size, will have a desire to have us help them in achieving their goals and be able to take on Our Commitment to them by returning their Commitment to ActionCOACH. They will be forward thinking, willing to learn and grow, and be willing to work as a team player in the development of an organization of “people.”

Our clients will be selected more on attitude than size and they will want to deal with us because we understand people are important and systems should run a company. We offer the most practical, most applicable and fastest strategies on growth, and most importantly, we mean what we say. We will give people back their spirit and freedom through business development.”