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ActionCOACH Colorado Evolves Business Model

World's #1 business coaching brand to expand business coaching model for scalability and profitability

CASTLE ROCK, CO — May 25, 2022 — ActionCOACH Colorado announces the evolution of its business model solely to a “Firm” business coaching model. This change creates more opportunities for entrepreneurs to invest in the world’s largest and most successful business coaching organization. Versus a single “Practice” model, this change also increases its capacity to serve significantly more Colorado businesses while forming unique business communities across Colorado.

“As businesses recover post-pandemic, there has never been a better time to leverage business coaches to help prioritize, refocus and grow a business,” stated Michael Feinner, President of ActionCOACH Colorado. Expanding the ‘Firm’ model enables us to attract the right entrepreneurs, diversify skill sets, and better support business owners throughout Colorado.”

Award-Winning Business Coaching

ActionCOACH has received dozens of awards and is one of the highest ranked businesses in NPS (Net Promoter Score). Most recently, ActionCOACH was recognized by Entrepreneur #1 in its category within the Top 500 American Franchise Companies. Franchise Business Review (FBR) also inducted ActionCOACH into the FBR Hall of Fame for consistent excellence. And, ActionCOACH scored an NPS of +85 in 2021 ranking the organization amongst world-class businesses.

Similar to “Firm” business models in other professional services industries, ActionCOACH Colorado is the dominant provider of business education, training, planning and coaching services throughout Colorado. This expanded model is also fueling ActionCOACH Colorado’s development of open communities for business owners. These new communities are expected to begin launching in Q4 2022. Communities will be inclusive of member-only resources, education and training, community events, and business planning tools.

“Working with Michael Feinner and the ActionCOACH Colorado team has brought a renewed focus and energy to our business. Even with the challenges facing the construction industry today, we’ve never been better positioned for profitability in the short-term plus scalable success in the long-term,” stated Paul Gibson, President of Playco Park Builders.

Business Accelerator for Firm Owners and Customers

Solely expanding the Firm model allows entrepreneurs to invest in exclusive territories with unlimited team growth. Firm owners will have the freedom and flexibility to hire great business coaches and leverage skill sets across the ActionCOACH Colorado business community. Each firm is fully supported with ActionCOACH's world-class systems and tools already used by more than 1,000 franchise partners globally. This allows individual firm owners to scale larger, more profitable, and more impactful coaching firms supporting hundreds, potentially thousands of businesses in their territory.

About ActionCOACH Colorado

Led by Michael Feinner, an ActionCOACH veteran since 2001, ActionCOACH Colorado delivers proven business development systems to local Colorado business owners. Clients work with their business coach to help them free up more time, build better teams, increase profitability, and ensure the sustainability of a successful business. Firm owners combine their extensive business experience and skillsets with ActionCOACH's award-winning systems to deliver that framework of success to each business owner while creating a successful business of their own. ActionCOACH has been named the #1 business coaching firm ranked by Entrepreneur Magazine every year since 2004.