



THE COACHING EVALUATION CHECKLIST

If you are considering Business, Executive, Leadership, Career, or Performance Coaching for your personal and business growth, we highly encourage prospects to review all their options and connect with our competitors as well. There are a lot of people in the world serving as coaches. However, not all coaches are the same. This is your future. Choose the best coach for you that can specifically meet your unique needs, is qualified with credentials, and has a proven record of success. We are confident that Coach Jason Ballard's offerings will showcase him as a leading coach when compared equally. To that end, we would like to provide you with a checklist that will help you evaluate all options on an equal, "apples to apples" basis and allow you to make the BEST decision possible. This checklist covers all services, business issues, options, and benefits that are consistent in a great investment.

Review, compare, and then let's talk! Below are the most important questions to ask:

1. **Are the coaches you are interviewing actually a BUSINESS & EXECUTIVE COACH?**
If you need the services of someone that can help you be more successful in your business, career, or as a leader, then the coach you choose must be a Certified Business & Executive Coach, not a life coach or a success coach or a mindset coach. There are over 50 variations of "Coaches" and the word "Coach" is a title many people are recklessly using. Coach Jason is a #1 Ranked Certified Master BUSINESS & EXECUTIVE COACH that serves clients of all sizes and industries around the globe!
2. **What are the credentials of the coaches you are considering?**
Your business/career is one of the most important investments in your life. You should ONLY entrust that to experts that can deliver the level of success desired. If you don't, the consequences could be devastating. The coaching industry is NOT regulated like most other professions (Doctors, Lawyers, CPAs, etc). Anyone can claim to be a coach. Ask for credentials. Your Coach MUST be certified and qualified. Coach Jason has two Master's Degrees in Business & Leadership, is Accredited and Certified by the premier Coaching & Training Institution in the world – Brian Tracy International & FocalPoint International, and has over 27 years of REAL-WORLD experience as a business owner and leader of over 12 different large organizations worldwide.
3. **BRAND: What is the brand that the business coach is supported by, OR, are they even backed by a powerful brand?** Soar Higher and FocalPoint International are recognized as the top Business & Executive coaching and corporate training organizations in the industry today. FocalPoint International is powered by the legendary Brian Tracy, the #1 brand for business and personal development in the world. In turn, Coach Jason is partnered with Brian Tracy, has been affiliated with FocalPoint International for many years, and has logged over 10,000 hours of professional coaching and training with the designation of a Master Coach.

4. **CONTENT and/or Curriculum: Does the coach have a plan supported by powerful libraries of content and curriculum, OR, do they just ask questions?** Most coaches only offer generic “cookie cutter” programs. Coach Jason provides CUSTOMIZED plans/solutions to meet your specific needs with a robust library of resources based on his 27+ years of global leadership experience, as well as access to the most comprehensive business and personal development repository in the world. Coach Jason’s content represents over 60 months of coaching materials and has exclusive rights to **customized** Business Training programs created by Brian Tracy Global with over 5 million graduates to date. Coach Jason also offers over 100 Best in Industry Assessments that can measure the performance of any part of an organization and provide real-time information on how to operate in the most effective and efficient manner possible. Compare this to anyone else. You will not find another competitor with this level of excellence surrounding curriculum and content.
5. **SYSTEM: Does the coach have a proven system that they follow, OR are they just “winging it”?** With every investment of this kind, your coach should rely on a plan, a foundational process, and a proven system **personalized** to you for achieving your next level of success. Coach Jason offers the best coaching and development system in the world that helps each client accomplish their business and personal goals faster than they could ever do on their own.
6. **EXPERIENCE: What is the coach’s relevant experience in business, as an executive, as a leader, and as a career expert?** Coach Jason has 27+ years of Real-World leadership experience leading more than 12 different organizations across the globe and has been recognized with 41 individual & team awards for excellence. From growing up and working in the family-owned construction business, to starting up new companies, to turning struggling companies around, to running large-sized organizations, Coach Jason has a legacy of success everywhere he has been. In addition, he has also served as an advisor to National leaders, Mayors, politicians, and dignitaries. He has personally coached over 1,000 professionals to higher levels of success and can accelerate you to maximize your potential as well.
7. **TRAINING: How well trained is your coach? And are they even qualified to work with you and meet your needs?** They should be world-class with a solid background of proven success and be familiar with the foundational recipe of business. Coach Jason is a lifelong learner. In addition to his formal education (2-Master’s Degrees), he graduated from five different Executive Business and Leadership programs from the most esteemed schools in the U.S. He also holds numerous certifications in business, leadership, technology, project management, and many more. Most importantly, Coach Jason is a Brian Tracy Trained and Certified Master Business & Executive Coach who also commits to over 250 hours a year of ongoing education and training.

- 8. **SUPPORT: Does the Coach have any “team” of experts supporting their work with you? Do they have teammates, consultants, experts that your coach has access to for additional opinions, strategies, and support?** They should! Coach Jason offers multiple layers of support through a global network of over 300 consultants and over 100 support professionals in 52 categories that he leverages in providing the best experience possible.

- 9. **TECHNOLOGY UTILIZATION: Does the coach understand the issues and opportunities with technology, and do they utilize it themselves?** A good question to ask. In today's fast pace and quickly changing business environment, clients and prospects should expect a coaching partner to understand and utilize technology. Coach Jason has led the way in practice technology utilization in a number of ways. One, he actually led numerous technology organizations around the world. Two, he understands that success in the future will be centered around how to leverage technology and data to drive efficiencies, faster decision making, gaining competitive advantages, and delivering high quality consumer experiences. Coach Jason's services are provided via the latest in technology methods to clients all over the world.

- 10. **ROI (Return on Investment): Does the coach and their system (if they have one) include the art of being a World Class Listener?** Coach Jason will thoroughly understand and listen to your needs from your point of view and then create a customized, yet flexible, program that will get you big wins early. Coach Jason typically produces a 10X – 20X ROI for his clients given they execute according to the agreed plan.

- 11. **GUARANTEES: Does the coach offer any guarantees?** Coach Jason's focus is on helping his clients achieve their desired goals and providing them the best experience possible. With Coach Jason, there is ZERO risk, NO contracts or minimum amounts of time or money required to receive coaching. Clients can cancel at any time and only pay for the services received. If you are not satisfied, he offers a money back guarantee. How many coaches offer that?

- 12. **RESULTS: What kind of results does the coach get for his/her clients? How are those results measured?** Life rewards ACTION and RESULTS! Most coaches measure results by a client finishing a program, graduating some sort of course, how many fill-in-the-blank forms or tasks they complete, or by making them “feel better.” Coach Jason gets results with his clients by listening, assessing, understanding, creating a tailored plan/goals with metrics based on the client's objectives, pushing them out of their comfort zones, and coaching and developing them every step of the way until the desired results are realized.

Learn more by reading REAL clients success stories at <https://soarhighercoaching.com/results>.

After utilizing this checklist, reviewing all the information, and interviewing various coaches, you will be fully equipped to hire the right coach for you. We are confident that no one else is more qualified to best meet your needs than Coach Jason. He is a Certified Master Coach with decades of successful real-world experience that gets results for every client every time.

Visit the Soar Higher Coaching & Training website TODAY at <https://soarhighercoaching.com> and learn more about:

- Coach Jason Ballard and his distinguished background
- Exclusive Coaching, Consulting, Training, Assessments, and Solutions that provides the full spectrum of business/career services
- Client testimonials, case studies, and success stories
- Podcast, videos, blogs, and FAQs
- FREE Resource Center offering a host of assessments, articles, eBooks, Newsletters, and much more!
- Complimentary consultations and business/career evaluations. Schedule your FREE session TODAY at <https://calendly.com/jasonballard>

We look forward to working with you and SOARING you to HIGHER levels of success in the near future!

