

# The Profitable Coaches Scorecard

Name \_\_\_\_\_ Date \_\_\_\_\_ Current Mood \_\_\_\_\_

	Professional Practice Multiplier	Stuck			Struggling			Successful			Exponential			Score
		1	2	3	4	5	6	7	8	9	10	11	12	
G R O U N D I N G	<b>1. Grounded Certainty</b>	You feel unworthy, lacking confidence in your abilities & in yourself. You suspect there's something wrong with you & wish you could fix it.			You can make a difference to people but think you lack self-belief. When people challenge you or your beliefs, you feel prickly & defensive.			You feel confident in yourself, your abilities & the methods you use. You have a good track record & people pick up on your confidence.			You have a deep embodied understanding of people's innate capacity for health, realization & transformation. Your certainty impacts others.			
	<b>2. Compelling Presence</b>	You feel worried, stressed or anxious much of the time, but believe everything would be OK if you could just change your circumstances.			You do your best to be positive, but it's difficult. You wish you felt the way you try to come across, but you often feel like a fraud.			You focus on maintaining a positive, cheerful attitude. You make a point of being in a good state when you're with your clients.			You walk your talk & you're living proof of the impact of your work. You feel comfortable in yourself & people are drawn to your presence.			
	<b>3. Authentic Leadership</b>	You play small, afraid of mistakes, failure & criticism. You envy others' success but secretly wish you had the qualities they seem to have.			You start playing a bigger game then step back when you feel scared. You plan to step up & take the lead once you feel more confident.			You are guided by big goals, ambitions and personal aspirations. People admire you, and aspire to get the kinds of results you're getting.			You are guided by a purpose greater than yourself. You serve your community with courage & humility. People instinctively follow you.			
I M P A C T	<b>4. Trusted Advisor</b>	You struggle to develop client relationships. People sense that you need something from them (eg. money, validation) & don't engage.			You engage clients, see them for several sessions then don't hear from them again. You assume that means they got the results they came for.			You connect well with people. Clients value your work, pay you & would likely think of you if they had a similar requirement in future.			You nurture lifetime relationships & passionately serve your clients & their best interests. People consider you a trusted advisor & partner.			
	<b>5. Transformational Impact</b>	You doubt your ability to have an impact. You avoid opportunities to practice & learn. Your friends encourage you, but don't refer others.			You work with paying clients, but have doubts about the impact you can have. You wish you had more skills & confidence in your abilities.			You deliver good results to the majority of your clients & often exceed their expectations. People regularly give good testimonials.			You deliver dream-come-true results & your clients' lives transform. People proactively refer their friends, family & colleagues to you.			
	<b>6. Results Creator</b>	You procrastinate and struggle to get started. You get inspired but then talk yourself out of taking action and run out of steam.			You take action and have already made some progress, but find it difficult to get traction and momentum.			You have found the keys to grow your practice, and are working that model to get the most from it. Your practice is increasing steadily.			You create exponential results via content, processes, systems, wealth & transformation to serve clients, team, suppliers & your community.			
L E V E R A G E	<b>7. Ethical Influence</b>	You hate selling & avoid doing it. You are vague when people ask what you do, & come across as awkward. People don't buy from you.			You undercharge. You do some selling, but don't enjoy it. Clients often buy less than they need & you wish you could serve them more fully.			You don't mind selling & are competent at it. You look for ways to increase the value you offer clients, & the income you receive for it.			You love selling and are great at it. You constantly increase the value you bring & are rewarded accordingly. People enjoy buying from you.			
	<b>8. Tribal Engagement</b>	You don't know which audience(s) you want to serve. You wish people would find you, understand you and see the value in what you offer.			You have identified specific audiences, but are unfocused and unsystematic about how you engage with them.			You focus your energies on people who are ready to do business with you now. People engage with your process.			You focus on lifetime relationship, meeting your audience where they are and educating them. You have steady streams of prospective clients.			
	<b>9. Exponential Practice</b>	You have few or no paying clients, and don't know how to change that. You feel hopeless and helpless about growing a practice.			You probably charge by the session. You see some paying clients, but don't have a steady stream of them. You wish you had a full schedule.			You grow your practice steadily and systematically. Your client-schedule is fully-booked, and you have a waiting list.			You leverage your time, impact and income exponentially via products, packages & groups. Clients & colleagues look to you for inspiration.			
A L L	<b>10. Evolutionary Ecosystem</b>	You wish you had the same qualities as the people you look up to. People commiserate with you about how difficult things are.			You focus your professional development on tactics and "silver-bullets", hoping to capitalise on "flavour of the month" methods.			You take a long-term view, prioritizing your professional development. You aspire to be one of the pioneers who shape your profession.			You constantly evolve as a transformation professional. You surround yourself with successful pioneers who challenge and inspire you to new levels.			