



System & Soul Coaches

We help high-capacity leaders become exceptional business coaches. With the System & Soul™ Coaching Framework, you can build a practice that creates substantial income and delivers sustained impact.

System & Soul™ MANIFESTO

WE BELIEVE IN BUSINESS

Small businesses represent the heartbeat of our communities. As business owners, we see opportunities, needs, and desires—then we find ways to not only meet them, but also create value through them.

WE BELIEVE IN A SYSTEM

Businesses that invest in a defined system of operation can grow faster and accelerate value creation.

With great organization, businesses can better invest in their people, avoid solving the same problems over and over, delegate responsibilities, and stay hyper-focused on what matters most.

WE BELIEVE IN A SOUL

Every business is born with a soul. Some are oppressed, some are neglected, and some of the best bring freedom.

What most business owners don't know is that the soul of the company can be crafted, engineered, and equipped for success.

Nothing fuels competitive advantage like a soul that is alive and in sync with its design.



System & Soul Model

Get clear on how we move.

DESIGN

- Structure
- Process
- Bets

Move at the same pace.

CADENCE

- Objectives
- Healthy F.I.T.
- Weekly Sync

Measure our progress.

SCORE

- Company
- Team
- Individual



DESTINATION

Go the same direction.

- Where
- When
- Why

ETHOS

Know who we are.

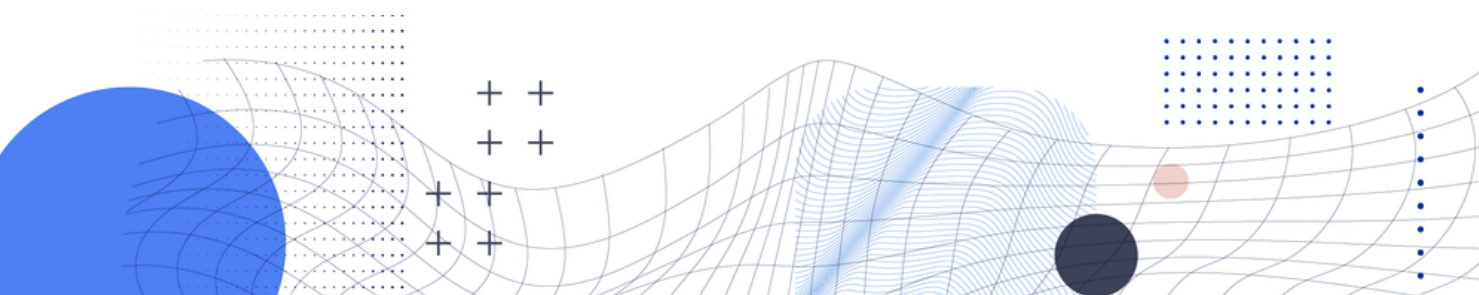
- Identity
- Values
- Hedgehog

PEOPLE

Right humans, growing and healthy.

- Culture
- Problem Solving
- Leadership

SYSTEM & SOUL TWO-YEAR JOURNEY



System & Soul

COACH TRAINING OVERVIEW

- Location: Atlanta, GA
- 2024 Training Dates:
 - February 20-22
 - April 23-25
 - September 10-12
- Meals and materials provided on-site

What you can expect to gain during training:

1. Learn the System & Soul™ Model, Process, and Philosophy
2. Complete overview of the core System & Soul tools and session day content
3. Roleplay and discussion about common facilitation scenarios
4. Business development training and 90-day plan to go launch your business
5. Networking with a high-caliber group of experienced coaches and business leaders

DAY 1

- System & Soul Philosophy
- Learning to facilitate
Clarity Day 1 Tools
- Roleplay

DAY 2

- Learning to facilitate
Clarity Day 30 and 31 Tools
- Roleplaying
- Writing your Story
- Dinner with the cohort

DAY 3

- Setting up Your Business
- Getting Business /
Business Development
- Managing Your Business
and Serving Your Clients



WHO MAKES A GREAT SYSTEM & SOUL COACH?

The list below is not the requirements we use to determine whether or not an applicant can become a System & Soul™ Coach. These are general criteria that we see in some of the most successful coaches on our team and will serve you well as you build your own practice.

EXPERIENCE

- Served previously in an owner, founder executive, senior leadership
- Some experience in Sales and business development
- Currently serving clients as a consultant or coach

TIMING

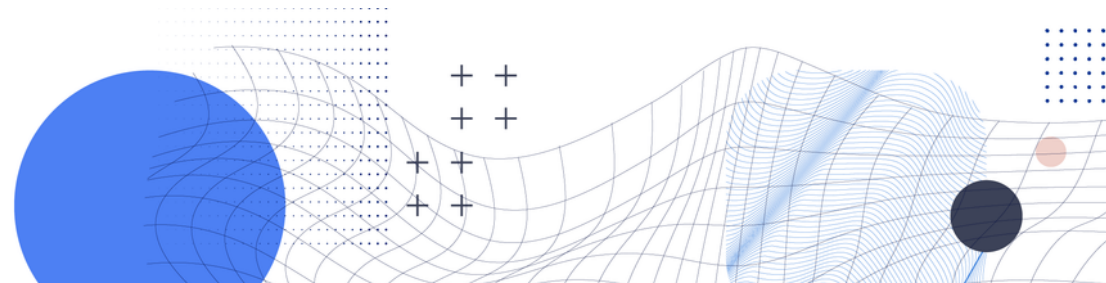
- Ready to take the entrepreneurial leap or currently has a coaching/consulting practice

INVESTMENT (TIME AND FINANCIAL)

- Ready to invest in yourself (time and financial : training, quarterly meetings, monthly membership)
- Hungry to develop a practice and build your own business
- Business development activity (speaking, calling, networking, grinding it out)

MOTIVATION

- Desire to teach
- Ask questions over giving advice
- Ability to improvise and be flexible to meet client needs
- Comfortable with getting uncomfortable / lead teams into challenge
- Inwardly sound
- Others focused
- Thinks strategically
- Communicates effectively
- Entrepreneurial mindset
- Set context and facilitate discussion
- Coach teams to work as a healthy, collaborative unit and one-on-one
- Ready to contribute to a high-caliber community of coaches





10 REASONS COMPANIES HIRE A SYSTEM & SOUL™ COACH

HUMAN NATURE

We help you focus on what you need to do vs. human nature's tendency to do what you want to do.

OBJECTIVITY

We provide an objective, independent, experienced perspective to challenge your way of thinking and acting.

CAPACITY BUILDING

We help you increase your capacity to manage your next challenge.

FASTER

We help you do it faster than you could do it on your own by removing barriers and enacting proven systems.

HABIT

We help you make lasting change in your organization and make S2 an embraced element of your cultural DNA.

SEASONED

We have walked in your shoes and have run small and medium-sized businesses of all types and industries. We know the challenge and want to help you learn from our failures.

PEER-TO-PEER

Our experience enables us to communicate and relate with CEOs and executive leaders on a peer-to-peer basis.

EXPERIENCE

We typically have 20+ years of business experience that enables us help ensure an enduring approach.

TRUSTED

Our name is on the line and integrity and relationships are the goodwill that we need to create an enduring practice.

ACCOUNTABILITY

We provide a high level of accountability. We are obsessed with teaching, coaching, facilitating, and getting it done right.

WHAT OUR COACHES ARE SAYING

"The decision to go all-in with S2 was because the framework integrates the culture with the system. There are LOTS of other systems frameworks, but no one I saw with the culture part integrated AND with the vision for how to continue to grow the framework over time."

- System & Soul Coach Robin Phelps-Raymond

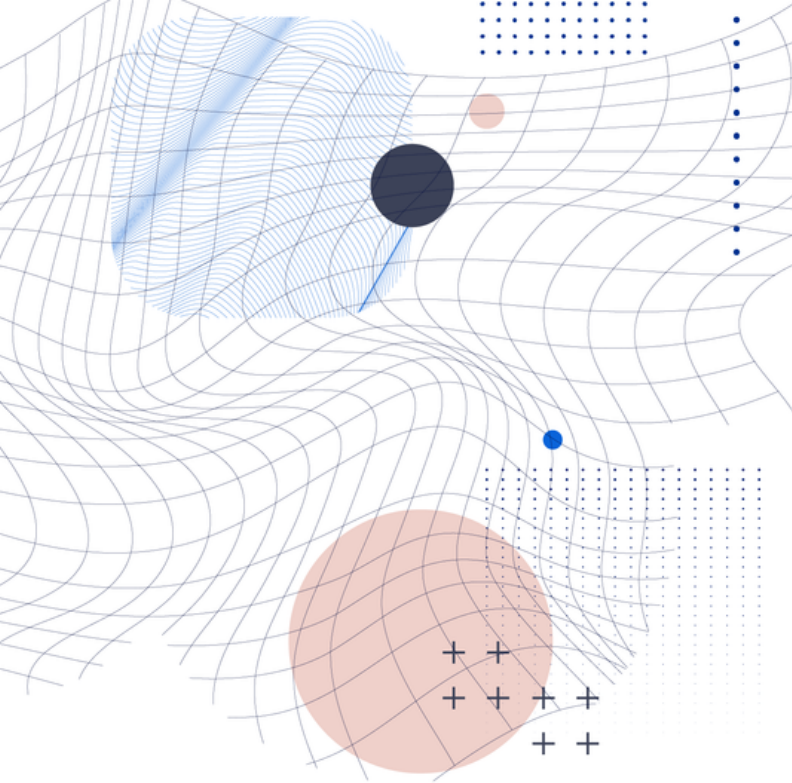
"All of these business frameworks get focused on the structure side, but what they're really missing is the soul piece. That's where System & Soul™ creates the most value and where the power and the real magic happens is that they're keeping the system and the soul of your organization in sync so that you can create breakthrough."

- System & Soul Coach Jonathan King

"Becoming a System & Soul Certified Coach has been an exhilarating journey of discovery and growth. The emphasis on putting people and their dignity first has resonated deeply with me, fostering a coaching practice that goes beyond mere strategy and profit margins. I highly recommend this certification for anyone seeking a powerful approach that seamlessly combines the system with the soul of a business."

—System & Soul Coach Tonia Butterworth





THE 10X FREEDOM FORMULA

The 10X Freedom Formula is a clear pathway for System & Soul™ Coaches to 10X freedom in your life, your income, and your impact.

We help high-capacity leaders become exceptional business coaches. The best coaches leverage their experience to create freedom for themselves and their clients.

With the System & Soul Coaching Framework, you can build a practice that creates substantial income and delivers sustained impact.

Our goal for our coaches is to help them find FREEDOM.

- Financial: Six-figure income within your first year.
- Time: flexibility to work in a way that makes time for every important area of life.
- To Do Meaningful Work: give back decades of business experience

HERE'S THE MATH...

- 4-5 sessions per year, per client
- \$4,000-\$6,000 per session

• Year 1	5 Clients	\$100,000+
• Year 2	+7 Clients	\$250,000+
• Year 3	+9 Clients	\$400,000+

REVENUE ACCELERATORS

- Existing Network (in-person and online)
- Speaking Engagements
- Peer Group & Community Sponsorships
- Five Outbound Calls / Day (the grind)

INVESTMENT

- \$10,000 training fee
- \$495/monthly membership

THE PATHWAY TO 10X FREEDOM

STEP ONE

Due Diligence

- Intro call
- Get clarity
- Analysis



STEP TWO

Swipe Right

- Mutual Interest
- Book Training
- Training prep



STEP THREE

Train

- 3-Day Training
- Facilitation/Tools
- Biz Dev



STEP FOUR

Clarity & Control

- 90-Day Sprint
- Weekly Coach Calls
- Book first client



STEP FIVE

Breakthrough

- Quarterly Refuels
- 10+ clients
- 10X Freedom

VALUES

- STAY GROUNDED
- DO THE WORK
- CHAMPION DIGNITY

ORG HABITS

- ASK ONE MORE QUESTION
- FOLLOW OUR BATTLE RHYTHM
- SLOW DOWN AND CONNECT

CULTURE

- FUN
- FEARLESS
- FLEXIBLE

WHAT MAKES A GREAT SYSTEM & SOUL COACH?

1. A great F.I.T.

- It FUELS your Unique Ability.
- You can create IMPACT.
- It is TIMELY in the trajectory of your career and the life you want to create.

2. Alignment to the rest of the crew.

At System & Soul™, we have core values, habits we live out as a team, and as a result, a culture that brings out the best in us.

3. A passion to grow.

At System & Soul, we believe that the only leaders worth following are... INWARDLY SOUND & OTHERS-FOCUSED. That's our personal growth mission and it will be yours.

In addition, to be a great coach, you need to be able to THINK STRATEGICALLY and COMMUNICATE EFFECTIVELY.