

### Business Update



#### Visit My New Website

If you haven't seen it yet, come take a test drive through my newly redesigned website: [CoachKevin.com](http://CoachKevin.com). The streamlined format takes you right where you want to go, with a wealth of information, articles and resources just a click away. You'll find information on my coaching and speeches, as well as a number of valuable articles on the most common problems for entrepreneurs and business leaders. Be sure to read my comments about how I help people, and about my unique and simple approach to getting what you really want.

#### I'm Now The Gazelles Coach For Vancouver

I am thrilled to announce that I have been selected as the Gazelles coach for Vancouver. If you aren't familiar with this outstanding organization, it is a premier executive development program for leaders of mid-sized firms; the founder, **Verne Harnish**, is a guru to entrepreneurs everywhere (and founder of the Young Entrepreneurs Organization, now known as EO), known for pulling together some of the world's best talent to help entrepreneurs get what they really want. As the Gazelles Vancouver coach, I'll be helping clients and fast-growth companies master the *Rockefeller Habits* and implement them into their own organizations.



Certified Professional Coaching for Gazelles Growth Companies



I was first impressed with this group when I took the Rockefeller Habits program; I also attended the Dell Computer benchmarking event, which was spectacular. I give this group and its events my highest recommendation. Interested in learning more? I encourage you to take a look at [www.Gazelles.com](http://www.Gazelles.com), and to join me at the *Gazelles Growth Summit* in Houston, Texas, on November 14-15.

#### Introducing My Newest Keynote Speech:

#### Slash The Knot: How to Discover and Eliminate the *Real* Problem

Alexander the Great forged the greatest contiguous empire the world has ever known, and he did it by the time he was 33. So, what's holding *you* back? Chances are, only one or two things.

Great leaders become great by going after one thing: a permanent solution to the core problem. It isn't the number of obstacles that causes problems, but instead, one or two big issues that hold up everything else. So, with unwavering determination, a great leader seeks out and resolves that one core knot; in the process, they usually solve several lesser problems at the same time. By conquering the core obstacle again and again, they consistently create massive results – while other leaders are distracted with superficial issues.

How can you model this approach in your own life and business? What is the one knot you can slash that will set everything else in motion? My new keynote presentation, "Slash the Knot," takes you deep into this concept, offering a solid and practical way to quickly, decisively, and directly conquer the one obstacle worth focusing on. Without a doubt, it's the fastest way to move forward.

If you know of a group that is looking for an experienced speaker to deliver tangible business tools, give us a call.





## Read My Groundbreaking New Report: Thriving In A Hot Economy Entrepreneurs Speak Out On The Impact Of Vancouver's Robust Economy

We conducted a survey of entrepreneurs and business leaders in the Vancouver area to uncover the most common and perplexing business issues and the resources they use to resolve them. The data provided some interesting insights such as:

- The top three challenges cited include increasing revenue (46 percent), hiring top talent (35 percent) and attracting new customers (27 percent).
- *Nearly one third of respondents (32 percent) are buried in administrative work in 2006*, with 31 percent indicating they are consumed by their business with little time left for themselves, their family or their friends.
- Only 21 percent stated that their businesses are successful and they are having fun in 2006.
- An overwhelming *94 percent of respondents stated they either always - or sometimes - work on weekends*. Furthermore, only *13 percent of respondents indicated their vacation time is completely free from work* with absolutely no BlackBerry usage, calls to the office or attendance at tradeshow.

Get the full story by downloading a copy of this report at [CoachKevin.com](http://CoachKevin.com) or request a copy by mail.

## Announcing My New Blog <http://CoachKevin.Wordpress.com>

Years ago, long before the blog phenomenon, I sent out my thoughts and ideas to thousands of clients, colleagues, and newsletter subscribers every day. I loved this ongoing dialogue with my professional community. It provided a lot of value for both my readers (who got tons of valuable information) and for me (because I love sharing new ideas). It was an intensive thing to keep going, but now that blogs have reshaped the way we communicate with each other, I am excited to pick up where I left off. My new blog includes entries about personal adventures as well as professional insights. The informal format makes it a quick, easy source for great ideas. Please check back regularly, as I update it several times a week.



## Performance Measurement Surveys: Collect The Insights And Information You Need To Send Your Business Through The Roof

There are SOOO many simple and inexpensive ways to make your business run better (with less of your time and energy) and generate more profit. I love the simplest solutions because they usually work the best. Here is one of the best tools I know of (and I'm amazed by how few people do this): Solicit feedback from your customers and staff.

Most entrepreneurs are too terrified to ask for feedback for fear of opening a can of toxic worms. But the people who work for you and those you do work for can give you 95% of the answers you need to create a phenomenal business. We all know that the bit of discomfort associated with getting feedback will be outweighed by the value and direction it provides you. The truth is that in most cases, you get a huge lift in seeing that your customers and staff are very pleased. And, if you do it right, you will also get many great ideas on how to give them more of what they want (no, it is not just about higher salaries and lower fees - not even close!).

**I'll make it very easy for you to get what you need:** we are in the process of creating an efficient and cost effective system for gathering customer and staff feedback, and we need to do a test run. By the end of 2006, I'd like to do 6 staff and 6 customer surveys to bulletproof our systems. This is a win - win opportunity.

If you (or someone you know) want to find out what your clients and staff really think, in a safe, non-invasive way, we can direct you to the tools that will easily and inexpensively collect this information for you. Just call to discuss.

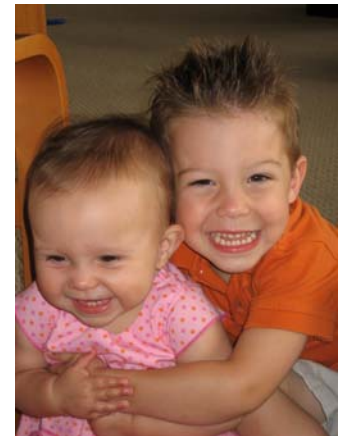
## PERSONAL UPDATE



I've never had so much fun in my entire life – it's just been spectacular! I feel like I've hit a whole new level of abundance in my life. It gets richer every day. Here are a few of the recent highlights:

**I've been coaching high-caliber entrepreneurs and entrepreneurial professionals for nearly 12 years now** – and I think I'm definitely getting the hang of it. The more coaching I do, the simpler and easier it gets. Like an elite athlete on the field, I'm getting faster at helping clients produce impressive results, and I enjoy my work more and more with each passing day.

I'm enjoying my **playtime** more, too. My kids, Brayden (3) and Ashley (1), have been so much fun this summer. We've been out riding bikes as a family every week, which we all love; see my blog for a picture of the simple but amazing tow bar I use to take my 3-year-old son on long bike rides. It feels good to stay active as a family and establish some long-term healthy habits. My wife, Angela, and I have also committed to a more organic diet for ourselves and the kids. It's amazing how much better we feel!



Of course, a recent **breakthrough with my health** could have something to do with that. A steep bet with a client inspired me to lose 30 pounds (there was *no way* I was going to lose that one!), and one year later, I've kept it off. I also went to a naturopathic doctor who discovered several food allergies that had been compromising my quality of life. I had no idea that eggs, almonds and garlic didn't agree with me. But now that I know, my skin is clearer, my body moves better, and I have a lot more energy.

But the greatest benefit of this transformation has been completely internal: **I take my health a lot more seriously now**. I won't need a major health crisis to wake me up and start taking care of myself; I chose to start while I'm still healthy. And now that I've taken that step, it's much easier to help my clients do the same.



I thought I was clear and energetic before, but these changes in my health have definitely taken me to a whole new level. Now that my body is stronger and faster, I've **rediscovered my internal adventurer**. While I've always been adventurous and engaged in a lot of activities, I'm finding myself drawn to more physically and mentally demanding pursuits – like downhill mountain biking, dirt biking (which a group of us do almost every weekend), car racing and motorcycle riding. Each time I conquer a mental or physical obstacle, it has a dramatic impact on my confidence and personal momentum.

So, I recently arranged for a group of adventurous entrepreneurs to experience an incredible **day of downhill mountain biking at Whistler**. You can read about it on my blog. It was an awesome day – despite the fact I had to learn the hard way that I shouldn't start the day on a double black diamond run. (And no, I don't have a picture of me doing a Superman over the handlebars.) Good thing I wear full body armour!

As it turned out, the conversations we had in the car on the way there and back were just as inspiring as the actual riding. That kind of intense fun has a way of making you feel so alive.





I had that same feeling (minus the bumps and bruises) when I went to the **NASCAR** race in Daytona Beach, Florida, with my dad; and when we went to see the space shuttle (almost) launch at Cape Canaveral. It's the things that I've always wanted to do "someday" that I love to make time for now.

I'm always looking into new group adventures – I'm currently considering a surfing adventure in Santa Cruz, car racing in Las Vegas, glacier snowmobiling in Squamish, motorcycle riding through Central America, or biking the Kettle Valley Railway in BC's interior. If you're interested in joining any of these adventures, please let me know – and if you have other ideas, I'd love to hear from you! The plans are still forming so keep an eye out for future announcements.

## ***Giving Back***

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### **Give them a (Helping) Hand**

I did something last year that I had thought about for years: personally give to some people that need help the most. What a powerful experience it was... uncomfortable at first, then deeply rewarding. The Downtown East side of Vancouver is quite different than many think; it felt like a warm community of people that take care of each other. (Although it did start to get a little crazy after 9 pm... so that's why we're packing it in by 8 pm this year.)



On **Thursday December 21st, from 6-8 pm**, we will be distributing the things that people seem to appreciate the most: snacks, hot coffee and socks. I invite you to come join us in this profoundly moving evening.

## ***Resources For You***

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### **Review Recent Articles, Including "Personal Return on Investment":**

<http://www.CoachKevin.com/articleshome.html>

What makes something worth doing? And how do you know when to walk away? My most recent article, "The Most Important – and Overlooked – Measure of Return on Investment" tells you what you need to consider before you commit to even one more thing in your business.

### **Read 4 Case Studies of How My Clients Have Benefited From Coaching:**

<http://www.CoachKevin.com/results.html>

I've made it my mission to help entrepreneurs Get What They Really Want, in business and in life, and I have a successful track record of helping clients achieve breakthrough results. The attached profile offers insight into how I work with some of my clients.

#### ***Client Profile: "Buried in Backlog"***

Vince was consumed by his business. Despite working all the time, he felt like he was always running behind, and the more successful the business became, the more he struggled. He was a slave to his business. Coach Kevin helped Vince break through an overwhelming backlog of decisions, projects and irritants, and rediscover his personal life – and make the business stronger and more profitable at the same time. Read the attached client profile to see how they did it.

## Soundview Executive Book Summaries

<http://www.CoachKevin.com/explore.html>

With so many great books on the market, I just don't have time to read all that I want to absorb so I subscribe to a service that makes it quick and easy to stay on top of the latest information. Soundview Executive Book Summaries offers a 20-minute audio or 8-page summary of 2-3 new books each month. I love to listen while I drive, and I highly recommend it as a way to stay current without drowning in information. Want more information? See the Explore section of [CoachKevin.com](http://www.CoachKevin.com).



## Learn More About How Coaching Can Help You Or Your Clients:

<http://www.CoachKevin.com/businesscoaching.html>

Whether you're facing a major obstacle, dealing with tough decisions, looking to capitalize on a massive opportunity, or wanting to slow down and have more fun enjoying what you've created, I can help. My strategies, style and savvy approach have helped my clients increase revenue, profitability and productivity; build higher-caliber teams; attract ideal (and eliminate headache) clients; and, reduce stress levels and hours worked so they are freed up to live their personal version of outrageous quality of life.



GET WHAT YOU REALLY WANT. NOW.

## I'm Best Suited To Work With Entrepreneurs & Business Leaders Who:

- Aim for big goals and have the passion and willingness to do what it takes to achieve their goals.
- Have an insatiable desire to learn and achieve more, both professionally and personally.
- Like to build wealth but also want to enjoy relationships, new experiences, and a healthier and more enriching lifestyle; they believe in building a successful business to create a fulfilling and meaningful life.
- Are adventurous on their own terms. They like to experience new things, whether it's a bicycle tour in France, a marathon, a major charity project, learning to cook with a famous chef, or racing sports cars.
- Earn at least a six-figure income and regularly accumulate assets for the future.
- Use experts to help them achieve their business and personal goals.
- Have a real appreciation for things that are done right; they appreciate honest communication (no BS).
- Are committed and willing to have Kevin hold them accountable for success.

If you're ready to get what you *really* want, let's talk....

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**Kevin Lawrence is a business coach, speaker and agent of change** who is driven by a relentless passion for helping entrepreneurs and business leaders get what they really want, in business and life. He deeply believes that entrepreneurs can have tremendous professional success as well as an enriching, adventurous and fulfilling lifestyle, taking a 'have your cake and eat it too' mentality to an entirely new level.

With more than a decade of hands-on experience as a business coach to hundreds of entrepreneurs and business leaders across Canada and the United States, Kevin is an expert at helping clients overcome major obstacles, deal with tough decisions and capitalize on new opportunities to achieve breakthrough results. As the Gazelle's coach for Vancouver, he also helps fast-growth companies and clients master the Rockefeller Habits and implement them into their own organizations.

His strategies, style and savvy approach have helped his clients increase revenue, profitability and productivity; build higher-caliber teams; attract ideal (and eliminate headache) clients; and, reduce stress levels and hours worked so that they are freed up to live their personal version of outrageous quality of life.