

Business Feasibility Guide

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About Us

Since we started in 2006, our goal has been simple: create top-notch HR tools that truly help HR consultants and their clients succeed.

We've come a long way! We've helped over 140 HR consultancies get off the ground, published 20+ insightful research papers on the SME market, and developed products that really deliver great returns on investment.

Our products are all about results, strategy, and adding real value. They're designed with the SME sector in mind, ensuring they hit the mark every time.

Our services are backed by solid research and best practices, so HR Coaches can make the most of every opportunity without needing to reinvent the wheel for each client.

We team up with like-minded businesses to give HR Coaches access to industry-leading experts, making sure they can meet any client demand.

Our HR Coaches have the freedom to use over 50 of our top products within their own business models. This flexibility lets them run their businesses independently while still having the support they need every step of the way. Our HR Coaches work together, providing the support and camaraderie that new business owners might miss if they go it alone.

We're always researching and evolving our toolkit to keep up with the growing needs of the market.

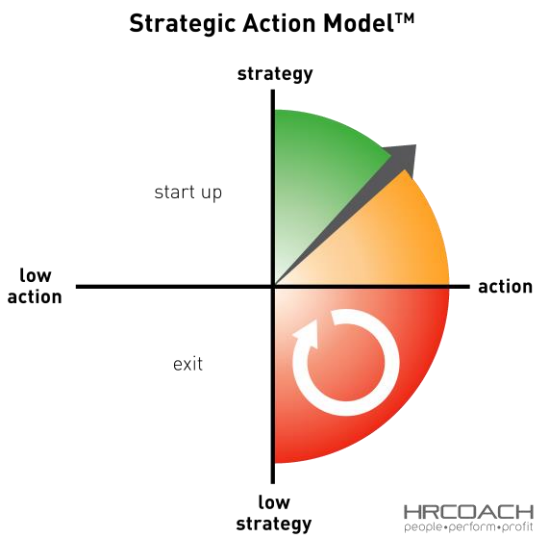
Our Methodology

Timeless truths are timeless for a reason.

The two core foundations throughout the world have not shifted in decades:

1. Without people, organisations do not exist
2. Without strategy or direction, an organisation has no purpose to exist.

Strategy and people are the constant elements in business.



The HR Coach Difference

HR Coach consists of an independent network of peers within the human resource and business strategy fields. We partner with businesses to establish and develop the link between their *people* and their *strategy*, and then work to close the gaps.

Our HR Coaches work with clients in a pragmatic way to understand their business, minimise their risk and maximise their sustainability using protected products and solutions that have significant ROI.

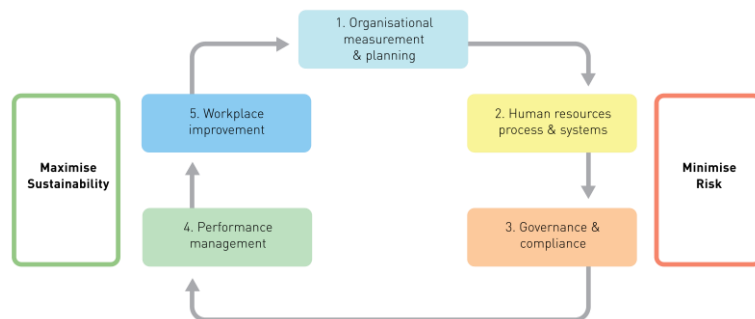


Figure 2 - Model for the Balanced Human Resource Framework©

The Opportunity

The Market

The Small to Medium Enterprise sector (SME) is the powerhouse of the Australian economy.

According to the ABS, there are more than 2 million businesses operating in Australia that employ less than 200 employees. The sector is responsible for providing 42% of the nation's private sector employment and is represented throughout the country. Yet, they rarely employ HR managers as the economics of the position don't add up.

How HR Coaches Service the Market

Certified HR Coaches partner with business owners, managers or HR teams to facilitate, guide or drive strategic business practices.

HR Coaches work with clients on projects or retainer basis depending on the nature of the work. The advantage that HR Coaches offer is a planned approach to problems, backed by research, with a clear focus on results and value for time and money. We do this by providing benchmarking data across industries to understand where the business is now, and re-measure at the completion of projects to provide ROI.

Our goal is to provide HR Coaches with ongoing revenue opportunities which go beyond just selling time – because we know that time is a finite commodity.

We also know that we can't be experts across all the different challenges businesses face, so we've partnered with a number of service providers to support HR Coaches:



acaciaEAP
employee assistance program

foundU

ELMO

BATCH MEWING
LAWYERS

EVERYTHING **DiSC**
A Wiley Brand

The Five Behaviors
A Wiley Brand

The HR Coach Toolkit

Our toolkit consists of over 60 products and solutions, some are online solutions, while others are face to face. We've built a snapshot, but an entire walkthrough of our toolkit happens before you sign any obligations.

Organisational Measurement and Planning	STAR Workplace Program Succession Planning Business Growth Forum Mission, Vision and Values Fusion Culture Program
HR Processes and Systems	Attraction and Retention HR Analysis Focus Groups Skills Assessments Exit Processes
Governance and Compliance	Employee Handbook Reorientation Program Business Audit and HR Review Psychosocial Risk HR Law Checklist
Performance Management	Individual Coaching Performance Reviews and Coaching Advanced Performance Coaching Manager, Coach, Mentor Leadership Development Program Career Monitor Improving Management Effectiveness Managing Employee Effectiveness
Workplace Improvement	5 Effective Conversations Unlocking the Generational Code Client Engagement Program Process Works Team Works

Market Leading HR Coaches



Anna Finch, Kardia HR

Joining HR Coach enabled me to transition my recruitment business to the NSW south coast while maintaining strong client relationships in Sydney. Their flexible, scalable model and proven IP gave me the confidence to expand locally and enhance services for existing clients. The supportive network of like-minded professionals has accelerated my business growth and positioned me for continued success in both regions.

Jane Save, The Save Group

Transitioning from a senior HR Manager role with APAC responsibilities in a multinational company, I found HR Coach to be the perfect platform to shift focus to SME consulting. Their structured approach and comprehensive IP have liberated me from reinventing HR processes, allowing me to deliver impactful solutions to SMEs. Within my first year, I've surpassed my business forecasts and gained the autonomy to build my consultancy on my terms, backed by effective sales strategies and supportive network resources provided by HR Coach.



Colin Wilson, Key Business Advisors

Having achieved success in large-scale roles, I found myself yearning for more meaningful work focused on improving how businesses manage their people, which directly impacts their sales. Discovering HR Coach while searching for HR solutions for my employer was serendipitous; it sparked the idea of partnering with my wife to leverage our complementary skills in a consultancy. The structured sales training and support provided by HR Coach, particularly during the Academy, validated our decision, leading to immediate client acquisition and business growth. The effectiveness of their sales process affirmed that success lies in disciplined execution and leveraging proven methodologies.



Market Leading HR Coaches



Warren Howard, HowardCo

With extensive experience in corporate consulting, including the oil industry and firms like PWC, I sought a more stable career path away from project-based work. Discovering HR Coach during downtime between assignments, their Human Resources Framework (HRF 101) and commitment to ongoing development impressed me. The Academy provided practical solutions that I immediately applied to secure clients, marking a new chapter where I leverage solid IP and a tailored business plan to pursue my entrepreneurial goals with confidence.

Kayley Riddle, People Engine

Transitioning from senior HR roles in both private and public sectors, including as HR Director for Hilton, London, I sought to consult on strategy and HR challenges as a "corporate refugee". Discovering HR Coach, their Academy provided practical solutions and a logical process that aligned perfectly with my experience and thinking. Now, equipped with proven methods and systems, I am confidently building a sustainable consulting business, making a positive impact on businesses through effective HR strategies and profitable outcomes.



Paul Cripps, PK People Solutions

After over 20 years as a HR Director in the UK and Australia, I felt my efforts were stifled by overseas directives and decided to start my own consulting business. The HR Coach solution provided the rigorous, research-based, and flexible model I needed, exceeding my expectations with its pragmatic methods and effective systems designed for all business sizes. Now, I am successfully reconnecting with former contacts and engaging new ones, using the skills and confidence gained from HR Coach to grow my business and make a positive difference.



Market Leading HR Coaches



Aimee Zahorodny, Robin Human Capital

As an Organizational Psychologist with 17 years of corporate HR experience, I sought a rigorous and flexible model to build an HR consulting business in Australia and the USA. The HR Coach solution exceeded my expectations with its pragmatic and effective methods, systems, and solutions designed for businesses of all sizes, especially SMEs. Now, I am successfully reconnecting with former contacts and engaging new ones, using the skills and confidence gained from HR Coach to grow my business and make a positive difference on my terms.

Melissa Langton, Exceler8

Having worked in significant HR roles in both the public and private sectors, I enjoyed the jobs but struggled to consistently achieve my expected outcomes. Transitioning into HR Coach allowed me to 'road-test' its systems and processes, which reignited my passion for people and business due to their logical sense and effectiveness. Now, I have successfully built my own HR consulting business with new clients seeking my services and the support of a growing network of like-minded professionals.



Katrina Haynes, HR Matters

As a former HR Manager in a large professional services law firm, I became an early convert to HR Coach methods, which significantly contributed to our business winning state and national recognition for people outcomes and profitability. After taking a break to focus on motherhood, I returned to HR by acquiring an HR Coach license, attracted by the flexibility and effectiveness of their tools, systems, and methods. Attending the HR Coach Academy exceeded my high expectations, providing invaluable lessons that have helped me surpass challenging budget forecasts and plan for early business expansion.



The Academy

All of our HR Coaches complete a rigorous 2 week training academy that covers off on the National HR Framework and building a sustainable consulting business:

Week 1

- Organisational Measurement and Planning
- HR Processes and Systems
- Governance and Compliance
- Performance Management
- Workplace Improvement

Week 2

- How to Network and Build a Sales Funnel
- Create your Pitch
- Client Needs Analysis
- Build your Sales Kit
- Client Proposals
- Create a measurable business plan and cashflow forecast
- Build your online presence

The Academy is fast paced and a mixture of class learning, role playing, projects and open discussion.

“The content was good, I was not expecting the content to be this good.”

Farheen Ansari

“There is a lot to take in but great content, I always need time to digest, and it helps to revisit so I can review in my own time.”

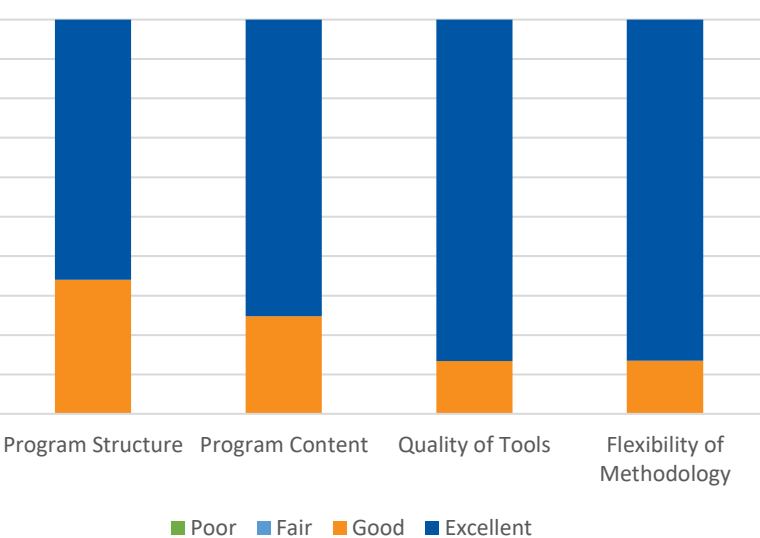
Rachael Gannon

“Fantastic - so much thinking and working I don't have to do! And better than I could do”

Bec Easton

“I wish I could do it all over again as I would pick up on different aspects second time around.”

Vanessa Petch



“I am excited about the future! Thank you - you have changed my life!”

Gavin Stuckings

Your Next Steps

A full Network Licence costs \$46,145 ex. GST. In most cases, financing is available requiring an entry point as low as \$11,000 with the remaining licence fee paid over 21 months in monthly instalments. Other, partial toolkit options are available.

Alignment with our ethics and values will also be taken into consideration as we genuinely need new members who want to grow their business through ensuring that their clients grow, prosper and flourish

