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Business Turnaround Coaching Prospectus

enabling you to overcome troubled times

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Welcome from our Principal Coach



Welcome to our company. My name is Fredy Namdin, currently the principal coach in Fenn Corporate. We are grateful for your interest in our services and very much hope that we can help you.

We specialise in coaching for business recovery and turnaround.

We help struggling business owners to get back on their feet with strengths, helping them to persevere and overcome.

There is nothing more satisfying than seeing the lives of our clients transformed as a result of our coaching intervention and assistance.

While our past extends from the space of a small family owned business and B2B wholesale/retail, our decade long experience in SME has given us many years of tough times. We understand the challenges and difficulties often faced by business professionals.

This prospectus is designed to introduce you to who we are and the importance of our role as coaches in helping you to win the battles in the midst of tough environment.

We look forward to working together with you.

“we help you to persevere and overcome troubled times”

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Brief History of Our Vision

Our experiences through crises stem from our other business operating in mining/industrial supplies. We faced the global financial crises through 2008–2010, followed by AUD collapse and mining bust in 2013 which almost decimated our company. Following these crises, in 2018, we also faced serious competitions from international players causing severe cash flow issues sending us to multiple near-death experiences.

The crises sent us into several financial troubles where we had to fight back with different turnaround strategies to win in a cut-throat wholesale industry. These experiences gave us an unforgettable lesson.

We learnt that SMEs do not have much professional support when they run into troubles. Such support is often reserved for larger corporations, in particular, due to the nature of its high cost. We understand that the high rate of stress, burnout and closing down among SMEs might be due to this lack of professional support.

These experiences gave us the initial drive to finally establish a business to help other business owners that run into trouble, helping them to persevere and overcome.

Who We Are

Our principal coach (Fredy Namdin) owned an SME for more than 15 years operating in mining/industrial supplies distribution. He has been trained as professional coach based on International Coach Federation Accredited Coaching Training Program (ICF ACTP) and Australian Nationally Recognised Training (10116NAT). He also holds double degrees in Bachelor of Commerce and Bachelor of Engineering (Honors) from The University of Western Australia.

Our decade long background in a family owned SME business as well as in B2B wholesale/retail has given us more exposure and experiences in these areas. We believe, however, that the rules of business are the same and we are confident in our abilities to help you regardless of your industry.

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Are you going through tough times?

Every business is either going through difficult times or will be in some point of time. Tough times are inevitable but at the same time necessary to produce better and stronger future.

You might be facing one or more of the following **signs of difficult times** ahead:

Cash

Overall company's profit is dropping (although sometimes sales is improving)
The cash flow level is unhealthy and somewhat at dangerous level
The cash reserve is depleting with no signs of recovery
Company's financial forecast is dark and depressing

Management

Company's key performance indicators are suffering
You are losing control of the company
No one in the company really knows what to do

Customers

There is a noticeable increase in customer complaints
Your most loyal customers are leaving
You are losing significant core market share

Leadership

Your shareholders and creditors are losing confidence in you
There is low morale (and panic) among staff
Your key employees are leaving

Desperation

High level of stress – do you experience more pressure than one can handle?
High level of frustration – have you tried 'every trick, strategy, and tactic' but they all failed?
High level of burnout – are you working extremely long hours but with no results?

What is coaching

Coaching is defined as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential (International Coach Federation). Coaching is about **enablement** and **growth**. Coaches act as catalysts in developing clients' potential.

"We enable our clients to overcome troubled times in business"

There are distinct differences between coaching, counselling, and consulting.

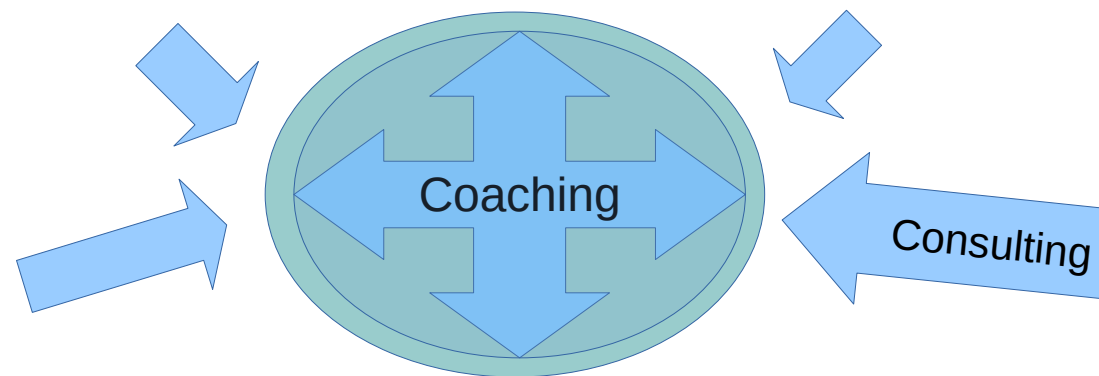
Coaching vs Counselling

Counselling is looking at the past (fixing old pains) while coaching is looking to the future (achieving goals).



Coaching vs Consulting

Consulting is putting information from the outside (telling) while coaching is enabling clients from the inside (growing).



Benefits of Coaching in Tough Times

1. Coaching focuses on discovering potentials, resources and ways that were not thought off before



It is crucial for survival to be creative and resourceful

2. Coaching enables clients to figure things out and take necessary steps



Hence clients are able to do it on their own thereafter

3. Coaching results are actionable straight away



Because during crisis there is no time for too much theory or planning

4. Coaching optimizes focus and clarity for both long term goal and daily grind



In order to survive clients need to be on top of their game every day

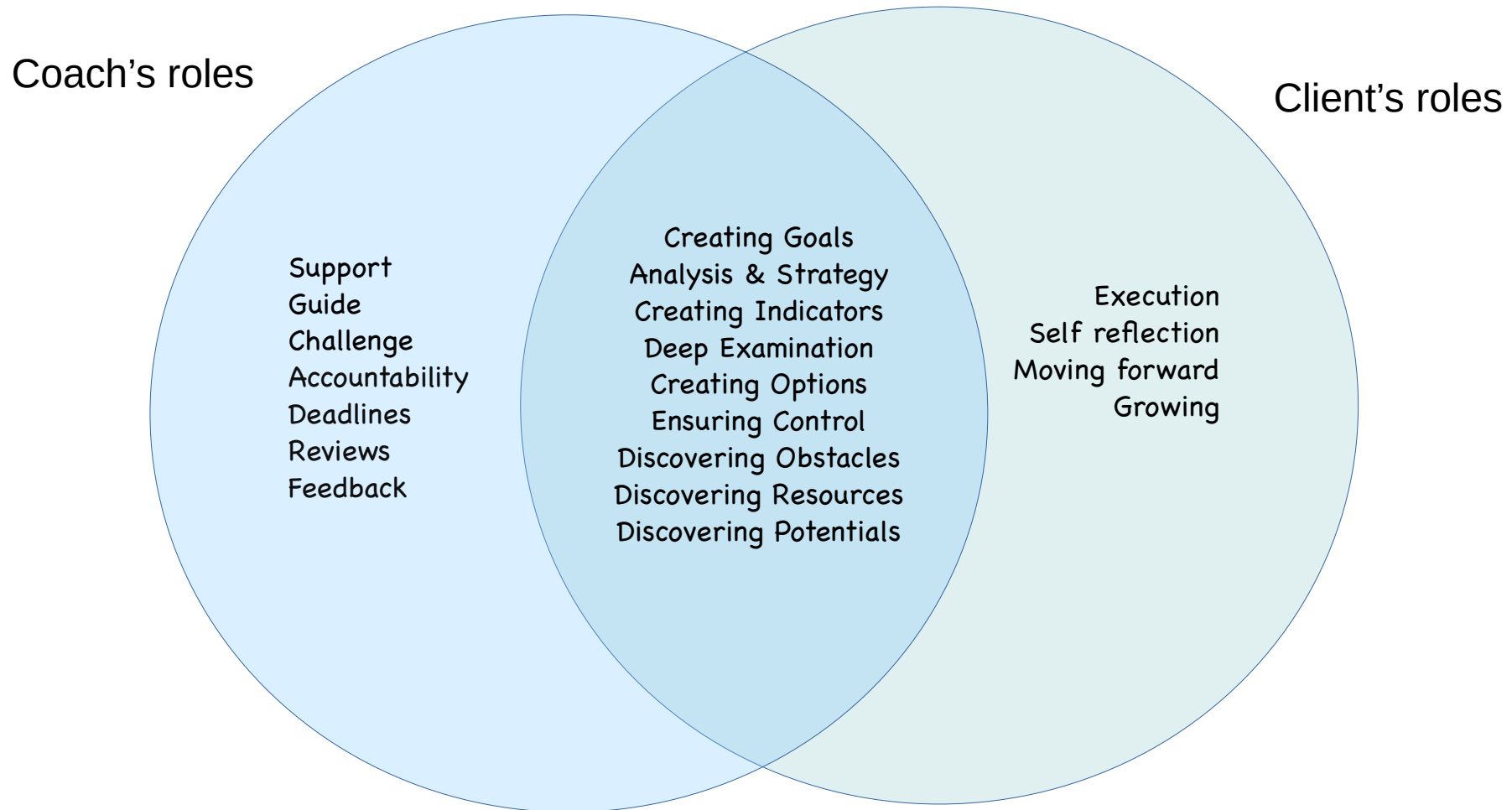
5. Coaching helps to develop strategic intuitions



Because during tough times, often decisions must be made on the spot, within seconds

Coach's and Client's Roles in Coaching Engagement

Coaches and clients have certain roles during coaching engagement. Some of these roles overlap as essentially coaching is a partnership between a coach and a client. The following is an illustration of how both roles play parts during coaching engagement. Coaching core competencies and components that build these roles will be detailed further in subsequent pages.



Professional Coaching Core Competencies

(<https://coachfederation.org/core-competencies/>)

The following eleven core coaching competencies were developed to support greater understanding about the skills and approaches used within today's coaching profession as defined by the International Coach Federation. They will also support coach and client in calibrating the level of coaching engagement between them.

These competencies and the ICF definition were used as the foundation for the ICF Coach Knowledge Assessment (CKA) as part of the path to obtain higher credentials. The ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The Core Competencies are grouped into four clusters according to those that fit together logically based on common ways of looking at the competencies in each group. The groupings and individual competencies are not weighted—they do not represent any kind of priority in that they are all core or critical for any competent coach to demonstrate.

A. Setting the Foundation

1. Meeting Ethical Guidelines and Professional Standards
2. Establishing the Coaching Agreement

B. Co-creating the Relationship

3. Establishing Trust and Intimacy with the Client
4. Coaching Presence

C. Communicating Effectively

5. Active Listening
6. Powerful Questioning
7. Direct Communication

D. Facilitating Learning and Results

8. Creating Awareness
9. Designing Actions
10. Planning and Goal Setting
11. Managing Progress and Accountability

Professional Coaching Core Components

The following coaching core components have been developed based on ICF Coaching Core Competencies. They form the core elements of partnership between coach and client during coaching engagement.

A DRILL:

Accountability: we act as accountability partners to clients

Deadlines: we help clients to stick to deadlines

Reviews: we review clients work to give second opinion if required

Indicators: we develop success indicators to measure progress

Loop: we provide feedback to clients continuously

Lead: we enable our clients to lead their own progress

GROW:

Goal: we help clients to create strong goals

Reality: we help clients to see the reality of their situations

Options: we help clients to explore possibilities

Way Forward: we help clients to take actions

CREATING GOAL

POWER:

Person: we focus on the person, not the business

Options: we keep the options open for other possibilities

Way Forward: we help clients move forward

Examine: we help to analyse work, action steps and strategy

Respect: we respect and ensure clients are always in control

CORe:

Control: we ensure clients have control of the options and steps

Obstacles: we identify obstacles and help clients to overcome them

Resources: we help clients to discover resources and potentials

POWERING PROGRESS



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Professional Coaching Structure

DEEP REALITY - an **evaluation and assessment stage** where we will dig deep into issues that you are facing and the goal that you want to achieve. This is the time when we help you to look deeper into the reality of your situations. This part often opens up core issues you did not think about before but crucial for your progress towards your goal.

In this stage, often we will **discover cash bleedings** in your business where we need to quickly eliminate or restructure expenses. Another common situation is where we need to **raise liquidity** to improve cash flow. This is the stage where we start to slow down any potential damage and catastrophe.

STRATEGIC PERSEVERANCE - the **restructuring stage** where we will draw up a strategy to overcome the troubled times that you are going through at the moment. This is the part where we create concrete strategic action steps for you to execute.

In this stage we will look at your **business model, your market, current customers, current suppliers, overall industry trends, and so on**. We will start to establish **certain ground rules or key indicators** that will guide us going forward.

DAILY GRIT - where we support you in executing strategic action steps that we have drawn. This is the time when we will help you to push through obstacles in the midst of tough times. This stage is divided into two phases: **Stabilization and Revitalization**.

Stabilization is where we start to see **clarity and focus on resources, time, and effort towards a united goal and vision**. At this point in time, your business will start to see **better cash flow and a healthier margin**.

Revitalization is where we start to see **modest earning and growth**. At this point, your business would have **avoided any potential damage or catastrophe**.

So what now?

Now that you have a general understanding of what we do let's move forward. We could start with a casual coffee (or skype) meeting with you. We are also happy to provide a free coaching session to give you a solid understanding of what coaching is. Below is a simple diagram of what the next steps are to engage us as your professional coach.

START HERE

This is a casual chat where we get to know you and your business (and vice versa). We would discuss your vision of the business, current situation, any threat, opportunity, what coaching is and is not, how coaching could help your business, and any other general questions. This Coaching Prospectus also provides a good guideline for basis of discussions around ideas and expectations of potential coaching engagement with us.

Free Coaching Week

This is a special free coaching week tailored for those who have never used coaching services before. The idea is to get a real experience of what coaching is and how it could help with regards to goal setting, taking actions, moving forward, and growing. In this coaching session we will delve into real issues that you are most concerned about.

Coaching Plan

If we are good match for one another (as coach and client) we would then discuss how we could work together going forward. At this stage please think about it, talk about it with people that are important to you and let us know if you want to engage us as your professional coach.

Coaching - Now let's get to work!

- Regular Coaching Meetings, excepting holidays
- Regular Collaboration with clients in analysis and planning
- Deadlines, Timelines, and Accountabilities
- Coaching Assessments and Action Steps
- Review of Client's Work
- Coaching Email Support

Thank you

We would like to express our greatest gratitude for your interest in our services. We hope that this journey of yours will grow from strength to strength and it would be a great privilege for us to be a part of it.

We want to help you and your business to survive and thrive in the midst of fierce and hostile competitions.

Please let us know your thoughts, or if you would like to organise a casual meeting over coffee (or skype) to chat about business, life, and anything else in general.

Thank you again,

Fredy Namdin
Business Turnaround Coach

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20 years+ Wholesale & Retail B2B

Professional Coach - International Coach Federation ACTP (Life Coaching Academy)

Certificate IV in Life Coaching - Australian Nationally Recognised Training (10116NAT) (Life Coaching Academy)

Bachelor of Commerce (The University of Western Australia)

Bachelor of Engineering - Honors (The University of Western Australia)

Digital Habit Coaching Certified (Coach.Me)

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