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## VISION & STRATEGY LEAN: DESCRIPTION

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Congratulations for taking this important step towards achieving your goals!  
Before we start the Vision & Strategy Lean coaching program, it is important that you understand exactly how we will work together.

This program consists of two phases and is exclusively delivered by e-mail. Throughout the entire process, your coach will send you valuable resources, ask you questions to take your reflections further and encourage you.

**Phase 1: Create Your Plan** – 1 to 3 weeks, depending on your commitment and response time

You will receive three e-mails containing the key questions to ask yourself to set ambitious, compelling and motivating objectives for your business. Inspiring material related to these questions (articles, links to a video...) will be included in these initial e-mails.

Once you answered all 10 questions, you will be able to save your answers in a document named *Your Plan*. This will be your visual summary of your long-term goals and short-term actions. Is *Your Plan* ready? Send it to your coach for some feedback and clarifying questions.

Finalize *Your Plan* and keep it in sight: frame it, share it with your partners and with your employees. Be proud of your *Plan*! It is the result of real work and deep reflection that very few business owners (but all the successful ones) do.

Thanks to *Your Plan* everybody knows where your company is going, what needs to be done to get there and why they contribute.

**Phase 2: Follow-up** – 3 months

Just like with the new year's resolutions, having a *Plan* is not enough. You need to act on it and keep the momentum! You will encounter some wins, disappointments and tough decisions on the way. It is important to celebrate the successes and to learn from the mistakes. You already know that. And yet you get discouraged or you focus on the wrong actions because you forget about your long-term goals.

Unless you have someone who cares about your success and hold you accountable. For the next 3 months, your coach will be this caring person. She will keep you focused and help you build momentum. Your coach will celebrate your wins with you and remind you why you set out to start your business.

**Word of caution:**

To create *Your Plan*, you need to take the time to seriously think about your answers: your values, your long-term vision and your strategy.

To implement it, actions must be taken. It is your responsibility to do the work. This method is developed to help you on this path of reflection.

If you encounter difficulties to formulate your answers or to take action, a live coaching session could help you get unstuck (not included in this package). Your coach will not give you advice or implement your plan for you.

For more information about the roles and responsibilities of the coach and of the coachee, please refer to the Particular and General Conditions & Definitions in attachment.

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## PARTICULAR CONDITIONS & DEFINITIONS

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### DEFINITIONS:

**Phase 1:** includes five e-mails with 10 questions and a powerpoint template to create the Visual Plan.

**Phase 2:** Follow up period of three months including a maximum of 12 e-mails.

### TIMING:

Upon purchase of the Vision & Strategy Lean Program, the client commits to complete the tasks included in phase 1 within maximum three months. This three-months period starts on date of the first e-mail: *Vision & Strategy Lean #1 – Long Term Vision*, including the first three questions. The client realizes that the time to complete phase 1 depends on their diligence in responding to the e-mails. For the best results, GL Coaching recommends responding to each e-mail within one week. The ideal timing to complete phase 1 is one month.

Phase 2 begins after phase 1 is completed. Phase 2 includes up to 12 e-mails: maximum 1 e-mail per week, minimum 2 e-mails per month. Each of these e-mail will not exceed 500 words. The coach plans the follow-up e-mail according to the client's plan and can adapt the follow-up schedule to meet the client's needs as long as it remains within the frame of this agreement.

The entire program, phase 1 + phase 2, must be completed within 1 year of the date of purchase.

### RESPONSIBILITIES:

1. The coach is responsible for sending the e-mails according to the procedure description. For Phase 2, the coach bases his/her follow-up schedule on *The Plan* filled in by the coachee.
2. The coach is not required to review or comment specialized documents such as business plans, financial documents.

### CANCELLATION & REFUNDS:

The Client may cancel his order within 10 days of purchase and provided that less than 20% of the first phase of the program has been completed. The amount of purchase will be refunded minus an administrative fee of 15 EUR.

To cancel an order, the client must send an e-mail to [gaetane@glcoaching.be](mailto:gaetane@glcoaching.be), using the same e-mail address as the one used to place the order and mentioning the date of purchase and the order number.

Beside these particular conditions, the General Terms and Conditions are applicable to this program.