



Paula G Coaching/Consulting Skills List (Last Updated: May 4, 2016)

There are 3 main ways I work with my clients (and sometimes I do a little of all 3):

- Empower, advise, coach, and hold you accountable to do it
- Do it *with* you
- Do it *for* you (and take it right off your plate)

Here is a more detailed list of some ways I can help you (or people you know!)

Business Foundation

- Visioning
- Strategic Planning
- Foundational setup of systems, procedures, and policies for business operations
- Identifying your ideal client
- Setting up systems, procedures for client startup, closure, and nurturing clients ongoing

Profitability

- Review of financials
- Finding and fixing profit leaks
- Assessing viability of income goals and projections
- Putting easy to use metric tracking in place so you can make informed decisions.
- Changing operations for better profitability
- Pricing and packaging your services
- Time, scheduling, and systems for better profitability
- Business satisfaction and how you enjoy the journey as a metric of profitability



Productivity, Efficiency, Time (UN)Management

- Systems, scheduling, daily operations
- Organizing your workflow
- How to choose what to focus on / take action on for biggest impact
- Evaluating current processes, procedures
- Using technology to streamline your operations
- Assessing where you spend your time, reducing busyness while focusing on income producing activities
- Setting up structures so you have regular, focused time to think and work “on” your business
- Putting the right measures in place so you can take more time away from business for personal pursuits, vacations, and generally enjoying life.
- How to make wise decisions

Bringing on a Team

- Knowing when to bring on a team
- Clarifying what you can (and must) delegate
- Identifying what skills you need from team members
- Evaluating potential and existing team effectiveness
- How to work effectively with your team
- Gracefully bringing closure when needing to release or transition team members

Online Marketing & Technology

- Website effectiveness, security, performance audits
- Integrating marketing across channels (online + off)
- Website strategy
- Website creation and maintenance (see tech skills list)



Project Management

- Helping set up project management
- Acting as operations and project manager for you

Mentoring

- Private mentoring for small service based businesses and entrepreneurial leaders.
- Custom mentoring for entrepreneurially minded corporate individuals seeking to start a business

If you know someone who could benefit from what I offer – please have them contact me for a **complimentary discovery session** to explore working together.

Call: 267-382-0568

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Cut to the chase: <http://www.thepaulagcompany.com/discovery-call>