



BUSINESS PROFILE

The opportunity we pursue is to transform (in the true sense of the word) individuals and businesses / organisations, primarily through behaviour change and organisational development (Business Coaching), otherwise known as O & D. Behaviour change and change in general is achieved through Executive / Leadership, Business, and Self-Mastery Coaching, our Coaching Conversations Training workshop, self-mastery workshop and associated book (The Game of Life & Success – Steps to Self Mastery & Happiness), our personalised Future Leaders Now[®] programme, mentoring, Fraud, Crime and Corruption awareness, communications, and preventions programmes and interventions, Ethics, Total Ethics Management programmes, Ethics & Integrity Thermometer, our unique “Straight Talk with Steve” and “Happiness Now” workshop and Thermometer offerings, talks, and customised interventions. The foregoing is achieved through integrity, professionalism, excellence, service efficiency and delivery.

We specialise in bringing about a degree of self-mastery within our clients, as well as high performance individuals, teams, and businesses / organisations, which invariably results in exponentially successful individuals, teams, and businesses / organisations.

We afford our clients (individually and collectively) and or their business / organisations a definitive moment in time to achieve anything they set their mind to (within reason) attain a degree of self-mastery, a state of all-round wellness (mind, body, and soul), and reach previously unimagined heights. A 'state' of self-mastery and all-round wellness leads to our clients having phenomenal lives, relationships, careers, and profoundly successful businesses / organisations.

We enable individuals and companies / organisations to transform from their current to their desired state, and to be focused and highly effective. We facilitate the transformation of people's lives, personal reinvention, enable people to achieve any and all of their goals, and lead purposeful, balanced and fulfilled lives.

We are more than a coaching business and offer our clients customised transformation interventions to suite their unique challenges / opportunities.

Our coaches and transformation facilitators' guide, empower, and assist our clients to ignite their innate power and inner magnificence and wisdom towards reaching their and or their companies / organisations FULL potential.

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Table of Contents	Page
Background	
- Who we are	3
- Our vision	3
- What we believe in	3
- Service	3
- Satisfaction	4
- Success	4
- Business Model	4
- People Development Philosophy	5
- Our mission	5
- (W)Right Coaching executive coaching panel	6
- (W)Right Coaching executive coaching services overview	6
Summary of (W)Right Coaching's Products & Services	7
- Coaching (group and one-on-one)	
- Coach Training Workshop – Coaching Conversations (For Supervisors, Managers, & Executives / Leaders)	
- Assessments	
- Workshops (coaching, personal and business transformation)	
- "The Game of Life & Success – The Steps to Self Mastery & Happiness" <u>workshop</u> (Personal Transformation & Personal Mastery <u>workshop</u>)	
- The Game of Life & Success – Steps to Self Mastery & Happiness - <u>Talk</u>	
- "The Game of Life & Success – The Steps to Self Mastery & Happiness" (<u>Book</u>)	
- The Happiness Now <u>workshop</u>	
- "The Happiness Now" – <u>talk</u>	
- Happiness Assessments	
- Values Journeys	
- Fraud, Crime, & Corruption Prevention & Awareness, & Total Ethics Management Consulting	
Why use us? Why are we the best pick for you?	15
What are our unique offerings that add value to you?	18
What sets us apart from others in our field?	19
Some of the outcomes you can achieve through utilising our services	20
Closing	21

This document is intended to provide an overview of (W)Right Coaching. It covers, *inter alia*, **who** we are, what we believe in, **what** our product and service offering is, **why** you should use our products and services, **what** our unique offerings are that add value to you, **what** sets us apart from others in our field, **where** our products and services are available, and some of the outcomes you can strive to achieve through utilising our services.

BACKGROUND

Who we are

(W)Right Coaching is a transformation (in the true sense of the word) coaching practice driven by our vision and core values.

Our primary objective is tailored and achievable solutions that will work for the organisation and its people. We engage our clients in a partnership that ensures long-term mutual gain. We work with management and staff to:

- Design people strategies for success;
- Develop people to enable them to deliver;
- Support behaviour change and drive new ways of thinking;
- Engage in creative initiatives to embed change and bring about and sustain high performing cultures.

The opportunity we pursue is to transform (in the true sense of the word) individuals and businesses / organisations, primarily through behaviour change and organisational development, otherwise known as O & D. Behaviour change is achieved through Executive / Leadership, Business, and Life Coaching, our Coaching Conversations workshop, self-mastery workshop and associated book, mentoring, our unique "Straight Talk with Steve" and "Happiness Now" offerings, talks, and customised interventions.

We are passionate about designing sustainable interventions and results for our clients. We believe in the importance of people, and know that extraordinary performance is a consequence of exceptional teamwork and interdependence.

Steve Krummeck is the founder and owner of the Close Corporation. Steve founded his coaching practice in October 2005 and formed the Close Corporation in 2007.

What we believe in

We are a values based service provider driven to unlock value, enable individuals realise their true and full potential, and to identify value adding transformation solutions to our clients problems/opportunities.

Service

Professionalism and delivery on our clients requirements and agreed upon expectations are the underlying values that ensure exceptional service from (W)Right Coaching.

Our vision is to enable our clients realise their true and full potential and a degree of self-mastery, maximise their outputs, and transform their businesses / organisations, careers, interpersonal relationships, and lives, to their chosen future desired state.

We are recognized as the preferred coaching and transformation (in the true sense of the word) service provider, world class, and the most highly effective, value-add coaching organisation available in our specified field of coaching in South Africa and abroad.

We value *integrity, professionalism, excellence, service efficiency and delivery, and a prosperous, sustainable future for humanity as a whole.*

Satisfaction

Through collaboration and cooperation with our clients, the team at (W)Right Coaching maximises the impact of individual passion, commitment, creativity, and determination to add value, to ensure client satisfaction.

Success

We are committed to achieve 'success' in all our client projects, which success is defined jointly between (W)Right Coaching and our clients.

Business Model

The Close Corporation prides itself in its professional and supportive approach to clients. We have associates on hand when extra capacity is required. Our business model enables (W)Right Coaching to provide services across South Africa, Africa- and other international countries. This provides for flexibility in regard to managing a large number of projects.

Services are rendered primarily in the private sector, across all industries. Although (W)Right Coaching specialises in corporate People Development solutions, we occasionally assist individuals in their private capacity to identify and address development / transformation needs.

In terms of our business model, we apply an analytical process of mapping the status quo and future desired 'state' to provide clients with practical business solutions. Amongst other services offered, this may also include strategy and business plan review and or formulation. Where possible and in collaboration with our clients', we aim for evidence-based interventions. Typically we apply various tools and products during the diagnostic- and intervention phases, analyse and interpret information and explain the results within the context of the project scope. Special care is taken to present information in such a way that managers identify with the proposed solution in driving the business forward.

Although we are particularly interested in the leadership pipeline, and the development of current and emerging leaders, we specialise in all aspects of talent management on all organisational levels, always incorporating people, processes, and technology.

Through our professional associations we are in a position to be technology driven and provide internet-based solutions for some of our services (such as assessments). This strategy proves to be convenient and cost-effective to clients; at the same time it enables our coaches and consultants spend more quality time with their clients and to build and maintain business relationships.

(W)Right Coaching is relationship driven, and we strive to have long-term engagements with our clients, thereby ensuring sustainable change and related measurable solutions. Our relationship with our clients can best be described as 'business partners' where we endeavour to understand the goals and vision of our clients so that we can support them in their strategic imperatives. Together we identify shortcomings, and develop & implement solutions to optimise organisational performance. In doing so, (W)Right Coaching demonstrates flexibility in the search for innovative, value-adding solutions.

People Development Philosophy

Rather than offering all clients the same solution using a single set of pre-defined instruments / interventions, we design customised solutions. As a result Steve Krummeck continuously scans the business environment in order to stay abreast with new developments in the field of People Development, to offer the client the best solutions possible.

By in large (W)Right Coaching approaches People Development solutions from three different perspectives; the Individual, the Team, and the Organisation. Depending on the context, the proposed solution may impact on any one or more of these areas.

Below is a brief explanation of the relevance of these perspectives in the process of providing People Development Solutions

Organisation

The strategic intent of the organisation, along with its unfolding culture, are but two of the lenses (W)Right Coaching takes into consideration when designing tailored interventions. While goals are diverse they are mostly centred around the aim of achieving optimal organisational performance. A number of diagnostic tools can be used to identify problem areas / opportunities within the business.

Team

To optimise the team's performance, (W)Right Coaching assists clients in the design and facilitation of team development interventions (such as team and or one-on-one coaching). The most appropriate instruments and techniques are selected to identify the reason(s) for unsatisfactory team performance. Part of the focus would be to engage in analyses of team functioning as well as instruments to enhance understanding between colleagues. Once the team profile is known and barriers have been identified, (W)Right Coachings coaches would provide group and or one-on-one coaching and other similar interventions to improve performance on team level.

Individual

The most granular of our interventions exist on the individual level. The context of the team and the organisation is never far removed from the individual and this is always the framework of any individual intervention. (W)Right Coaching uses a wide range of tools (such as one-on-one interviews and assessments) to gain insight into the individual's capacity to perform. More often than not, an individual's performance is a function of both their ability to perform, and their level of motivation. An individual's assessment profile can serve (if assessments are used in an intervention with our client) as a critical source of information when planning the most appropriate intervention. (W)Right Coaching is equipped to plan and facilitate a variety of development strategies, which may include individual coaching or similar interventions.

(W)Right Coaching executive coaching panel

We have a number of coaches, mentors, psychologists, psychometrics', and other associated professionals on our panel who are either certified coaches, and or hold masters/PhD degrees in coaching and or their related area of expertise. All our coaches are members of COMENSA (Coaches and Mentors of South Africa) and or the International Coaching Federation (ICF).

(W)Right Coaching executive coaching services overview

(W)Right Coaching Group has undertaken a number of similar projects to-date and has extensive experience and credibility in the project design, implementation and project management of small, medium and large scale 'executive coaching', mentoring, and organisational and development projects in South Africa. Our diverse panel of executive coaches reflects our understanding of the background and context within which various sectors operate.

Our mission is to enable the leaders of tomorrow NOW, toward prosperous organisations and a sustainable world.

SUMMARY OF THE(W)RIGHT COACHING CC'S PRODUCTS & SERVICES

For a detailed overview of (W)Right Coaching, go to the following internet site – <http://www.twrcc.co.za>

Coaching (Executive, Leadership, Business, Self-Mastery & Happiness - group and one-on-one)

It has been said the professional of Coaching is the second fastest growing industry in the world.

(W)Right Coaching offers group and one-on-one coaching to individuals and organisations through a number of methodologies and processes. Positive Psychology is also intertwined into our coaching offering (which is often used in organisations / businesses wellness programmes). We pride ourselves in affording our clients a truly superior coaching experience.

Refer to our website at <http://www.twrcc.co.za/services-offered-coaching.html> for details of our coaching services. Alternatively contact Steve Krummeck directly in order to arrange a consultation with a view to exploring the power of Transformation Coaching.

We use a multitude of leading edge coaching interventions, including a number of internationally recognised **assessments** (we are able to offer on over one hundred internationally recognised assessments), thus affording you a leading edge service offering.

Business Coaching

With over twenty six years of hands on experience in the corporate and business sectors, alliances with top class Organisational Development Practitioners, we are well placed to offer businesses and organisations Re-engineering / Organisational Development, Talent Management Programmes and Leadership & Development evaluation and implementation interventions, Implementation of Coaching Programmes, Coaching Conversations workshops, Assessments, and our unique Future Leaders Now intervention.

All of the foregoing interventions are customised to suite our clients' needs thereby ensuring maximum value add to the business / organisation.

Extensive consultations between key and identified stakeholders within our clients' environment ensure a holistic, strategic approach is adopted and implemented.

We use a multitude of leading edge coaching interventions, including a number of internationally recognised assessments (we are able to offer on over one hundred internationally recognised assessments), thus affording you a leading edge service offering.

Coach Training Workshop – Coaching Conversations (For Supervisors, Managers, & Executives / Leaders)

This two day workshop will train you, up-skill you, develop you, empower you, and give you the tools, know how, and expertise, to hold, manage, and lead quality professional Coaching Conversations with your staff and or teams. Coaching is recognised worldwide as one of the most effective 'means' to maximise individuals and teams productivity, development, self-realisation, interconnectivity, interdependence, behaviour enhancement, improved cognitive functioning, AND most importantly, innate power and full potential. The Coaching Conversations workshop assists you move in the direction of achieving the outcomes of a professional Executive / Leadership and Business Coach at a FRACTION of the cost of one-on-one and or team coaching.

Talent Management

Interventions may include some / all of the following, based on the identified needs within our client.

- Review of existing talent management strategy & business plan. Also, align to business strategies & plans;
- If necessary, re-formulate the foregoing (inclusive of recruitment strategy & plan), ensuring all identified stakeholders are involved;
- Structure optimised to match strategies & plans;
- Processes (business & talent management) optimised to match strategies & plans;
- Controls and measures of success (business & talent management) optimised to realise talent management strategy;
- Map required skills, competencies, qualifications, behavior competencies per position;
- Right people in the right positions?
- Training & development / talent management programme planned, mapped, tracked, and reported on. To include as a minimum –
- Recruitment, onboarding, link talent management to strategic workforce planning, employee learning & development, performance management, career development, succession planning, and compensation.

Strategy and Business Plan formulation

To a large degree businesses / organisations success is dependent on a well develop, implemented, and executed strategy and business plan. Thirty years of formulating and implementing strategies in the corporate sector, as well as for clients' of my own business, positions me perfectly to supply a leading edge service in this regard.

Assessments

We use a multitude of internationally recognised assessments (we are able to offer on over one hundred internationally recognised assessments), thus affording you a leading edge service offering.

On occasion we recommend the use of assessments be included in interventions, where appropriate. Through a consultative process (an industrial psychologist will be included in said discussions if need be) we discuss, explore, and agree upon the most suitable, value adding assessments, whether they will add value and enhance the overall results of the coaching / other intervention/s. The outcomes of the assessment/s are integrated into the coaching intervention, thereby ensuring maximum return on investment. **Assessments are optional** and highly recommended.

If appropriate and agreed between all stakeholders, an Industrial Psychologist from the assessment centre is included in the upfront "briefing session", thereby affording an opportunity to discuss any further assessments that should be included in interventions, (thus affording maximum return on investment for the coachee {the person being coached}).

Ethics and Integrity Assessment

The Assessment measures the level of integrity and the prevailing ethical climate inside a company / organisation and is an integral part of good Corporate Governance and sound Ethical Practices. Employees are requested to respond to a range of statements that may include elements of the following areas:

- Understanding of the organisations policies;
- Awareness of and familiarity with the organisations standards and policies;
- Reliance to learn about the organization's standards of conduct;
- Communication and training on the organization's standards of conduct;
- Reactions to violations of the organisation's standards;

- Perceptions about the commitment of senior executives, managers and supervisors;
- Where employees go to find advice about ethical and unethical behaviour;
- Where employees go to report un-ethical behaviour;
- Potential consequences of violations of a Code of Ethics and unethical behaviour;
- Reasons for violations and unethical behaviour;
- First-hand knowledge of unethical behaviour.

Workshops (coaching, personal and business transformation)

Over and above our pre-designed workshops, we develop and **design workshops tailored to YOUR specific desired outcomes and** or what we determine necessary to include based on our findings (through a consultation process) in the area concerned.

Example of workshop themes are as follows: -

- Effective goal setting and achievement thereof;
- Becoming a strategic and inspirational leader;
- Finding and living your purpose and destiny and living both with passion;
- Achieving self-mastery;
- Actualising your thoughts;
- Finding balance AND living it;
- Fraud and corruption awareness; and
- Total Ethics Management.

These workshops are professionally hosted by Steve Krummeck (and other professionals is necessary) who has been fortunate enough to facilitate a wide range of topics over the last ten years, both locally and abroad.

“The Game of Life & Success – The Steps to Self Mastery & Happiness” Workshop – Varies from client to client, either over three days or an eight week programme

Personal Transformation & Personal Mastery workshop

This is arguably one of the most powerful transformation programmes available on the market. The workshop was developed as a consequence of Steve Krummeck’s book, “The Game of Life & Success – The Steps to Self Mastery & Happiness” being published, as well as the HUGE need worldwide for individuals to transform their lives, careers, relationships, and businesses / organisations they work within / lead / own.

As with the book, the outcomes are profound but more deeply integrated as a consequence of the ‘steps’ being ‘taken on’ through processes carried out during the workshop. Outcomes as outlined in the book section above apply to the workshop as well.

The workshop can be run for single participants (minimum of ten attendees is required to run the workshop), groups, and or businesses / organisation.

The Game of Life & Success – Steps to Self Mastery & Happiness Talk - Between two to five hours

Participants will receive an overview of the sixteen ‘steps’ featured in the book by the same title, a high level overview of the process to take on the ‘steps’, as well as the benefits (self-mastery and therefore the likelihood of drawing to them that which they desire {within reason}) of taking on the ‘steps’ as a way of being.

The Happiness Now workshop

An eight week programme, once a week for five hours per session

Steve Krummeck (company owner & lead coach) is the only person in South Africa who has developed and runs a workshop to train individuals and groups on how to be happy / happier AND the benefits of being happy as detailed below.

The Happiness Now workshop in question utilises processes (amongst others as detailed in my book, "The Game of Life & Success – Steps to Self Mastery & Happiness) that were developed by an international expert who holds a PHD in happiness. The workshop enables individuals to be happy / happier and to feel good on an ongoing basis. Other benefits of attending the workshop appear below.

This workshop is highly interactive, fun, energising uplifting, and life transforming. The workshop can be run for single participants (minimum of ten attendees is required to run the workshop), groups, and or businesses / organisation.

Why Happiness & the Benefits of Happiness – The Case for YOU and Business / Organisations

People who are happy or become happy/happier through this programme tend to be more effective, be more cooperative, are pro-social and charitable, are more likely to enjoy superior work outcomes (Greater Creativity, Increased Productivity, Higher Quality of Work, and earn Higher Incomes), are more likely to have a stronger immune system, are more likely to live longer, are more likely to be more emotionally healthy, are more likely to enjoy larger social rewards (More likely to marry, Less likely to become divorced, More likely to have more friends, More likely to enjoy stronger social support, More likely to enjoy richer social interactions), are more likely to be more active, have greater energy and flow, and are more likely to exhibit greater self-control and coping abilities.

Recent studies are revealing an important reason why happiness is so important to us all. A growing body of research is demonstrating that as we become happier, the quality of our lives improves dramatically and in general we become better people. As we become happier we become more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place. Organisations / businesses that have a happy culture and happy employees, a happy way of being, enjoy all the foregoing as well as reduced stress levels and reduced absenteeism, and therefore less medical claims. In employees there is greater commitment, confidence, contributions in general, and more of an inclination towards achieving their and the businesses full potential. Research shows that anywhere between forty to sixty percent of the population is unhappy at any given point in time, equating to a large percentage of the population / of your employees either not enjoying, or enjoying less of all the foregoing. This alone is a powerful case for being happy and or bringing about a positive, happy culture within your business / organisation.

In 1980, the New Zealand team of Lichter, Haye and Kammann conducted their own happiness-increase experiments using different strategies, and in 1983, Dr. Fordyce replicated and refined his initial study. These three classic papers showed that individuals could be taught to increase their happiness (an average of 25 percent) through training lasting only a few weeks.

"The Happiness Now" – Talk

This one and a half hour talk (two hours if the session includes participants designing their own vision board) assists participants understand what happiness is, what 'Being' happy entails, what the benefits of being happy in one's life, relationships, career, AND organisation are, and how to become and STAY happy, to be in a 'state' of 'Being' happy.

This highly interactive, fun, energising talk gives participants steps and tools to be happy, increase their levels of happiness, and enjoy the benefits of Being happy / happier.

Happiness Assessments

Two European assessments are used during the Happiness Now workshop to determine how happy / unhappy individuals are, as well as how good or bad individuals are feeling.

The outcomes of these assessments' highlight individuals who are not happy / could be happier, those who feel bad as opposed to good, and therefore those individuals who should go on our Happiness Now workshop. Scientific evidence shows that individuals' who attend happiness workshops such as ours, enjoy the benefits outlined in the Happiness Workshop outlined above.

HappyMeter - Thermometer

Happiness - Happy Employees, a Happy Culture, a HappyMeter = Engaged, Energetic, Focused, Productive, Committed, Motivated, Confident, Healthy Employees

Why focus on your happiness, happy employees, a happy culture, and completing the HappyMeter?

A growing body of research is demonstrating that as we become happier, the quality of our lives improves dramatically and in general we become better people. **As we become happier we become more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place.**

Businesses and organisations' (hence forth referred to as "business" / "businesses") that have a happy culture and happy employees, a happy way of being, enjoy all the foregoing as well as reduced stress levels and reduced absenteeism, and therefore less medical claims. In individuals there is greater commitment, confidence, self-belief, motivation, contributions in general, and more of an inclination towards achieving their and the businesses / organisations' full potential. Research shows that anywhere between forty to sixty percent of the population is unhappy at any given point in time, equating to a large percentage of the population / of your employees either not enjoying, or enjoying less of all the foregoing. This alone is a powerful case for being happy and or bringing about a positive, happy culture within your business, and therefore measuring the levels of happiness in your business.

The Good News

Research shows overwhelmingly that individuals and groups can be 'taught' to be happy within a couple of weeks. That is, participants' happiness levels increase through happiness training, such as through attending The Happiness Now workshop. The Happiness Now workshop (details available at the following internet site <http://www.twrcc.co.za/workshops-happiness-now.html>) has proven its worth by tracking participants' happiness levels as well as how 'good or bad' they felt over the eight week workshop. That is, those who've attended the Happiness Now workshop show a steady increase in their happiness levels and how good they felt, week after week while attending The Happiness Now workshop. Furthermore, the shifts are sustained due to workshop attendees shifting into a 'state' of Being happy. In addition to this, workshop attendees tend to have improved heart rate functioning, or heart rhythm coherence, improved cognitive functioning, and improved body chemistry (all contributing to improved emotional, mental, and physical health and wellbeing).

With the foregoing in mind **it is recommended you carry out our HappyMeter personally and or within your business / organisation / personally**. A cumulative report with recommendations will be issued to an identified stakeholder within the business once all those taking part in the HappyMeter have completed the online questionnaire. Personal HappyMeter results are confidential and will NEVER be shared with anyone.

Within the business, the HappyMeters' will measure (amongst other key areas) individual and collective levels in relation to:

- Values – whether individuals values are lived and whether the businesses values compliment / are in conflict with personal values;

- Personal and group happiness levels;
- Elements of the culture relating to happiness;
- Energy levels and ability to focus;
- Effectiveness & productivity;
- Elements relating to individuals personal power, potential, and self-mastery being nurtured, lived, and promoted;
- Energy levels of individuals and the effect of said levels;
- Motivation levels;
- Job satisfaction;
- Commitment;
- Happiness levels;
- Happiness in relation to unwarranted absenteeism;
- Happiness levels in relation to illness.

Negative responses and outcomes to the foregoing (as revealed in the HappyMeter results) will negatively impact productivity, health, focus, creativity, satisfaction, effectiveness, commitment, motivation, energy, happiness and confidence levels, and self-belief, and MUCH more! With this in mind it is essential you carry out the HappyMeter within your business.

More compelling reasons to be happy and or for happy cultures within business

Business benefits of having happy employees and a happy culture. These are **compelling** reasons to measure the happiness levels within the business through the HappyMeter.

Stronger immune system

- More likely to have a stronger immune system, improved body chemistry and heart rate coherence

Superior work outcomes

- More likely to enjoy superior work outcomes
 - Higher brainwave functioning
 - Greater Creativity
 - Increased Productivity
 - Higher Quality of Work
 - Higher Income

Larger social rewards

- More likely to enjoy larger social rewards
 - More likely to enjoy stronger social support
 - More likely to enjoy richer social interactions

Better emotional health

- More likely to be more emotionally healthy
- More likely to be more active, and have greater energy and flow

Less symptoms of psychopathology

- Less likely to show symptoms of psychopathology
 - Less Depression
 - Less Suicide
 - Less Paranoia

Greater self-control and coping abilities

- More likely to exhibit greater self-control and coping abilities

In summary, happier people: -

- Persist longer on tasks;
- Select higher goals;
- Produce superior outcomes
- Discover rewards in mundane ordinary events
- Have better relationships with their loved ones, peers, boss, and customers
- Have a bolstered immune system
- Have more energy and activity
- Are more productive and engaged
- Have greater self-control and coping abilities

- Enjoy an upward spiral of success
- Are more likely to accept change

Long term outcomes of being happy include a positive shift in an individual's attributes.

Primary Attributes of the 'Happy'

- Independent Inter-dependence
- Integrated Thinking, and Live Consciously
- Self-responsible, and Gratefulness
- Dynamic, Persistent, Courageous, Open Flexibility, Emotional Acceptance

**"The Game of Life & Success – The Steps to Self Mastery & Happiness" (Book)
Personal Transformation & Personal Mastery book**

The book presents insightful and focused life-altering 'steps' to bring about profound personal transformation and, as a consequence, the accomplishment of your chosen future desired state, realistic dreams and goals.

Living these 'steps' will have a direct influence on your thinking and consequently empower you to manifest the life and relationships you want, as well as enable you to bring about a highly successful career / business / organisation.

The book taps into ancient wisdom dating back thousands of years and this is intertwined with current success principles as well as 'modern' knowledge gained through researching the connection between thoughts and outcomes. This knowledge is now widely accepted and the principles are used successfully in business and all aspects of life.

This book delineates sixteen steps leading you to becoming empowered to embrace life while experiencing transformation personally and in your relationships and career. Your thinking will be influenced profoundly, resulting in Self Mastery and Happiness.

The book offers insight into several modern research studies which prove that our thinking, emotions and values affect all aspects of our lives.

You will gain an increasing understanding of yourself and your environment. The steps outlined will clarify how to affect all areas of your life, relationships, career, and business / organisation that you find yourself within. The positive effects will spread in an ever-widening circle like ripples on a pond. Each step is enriched by case studies that reflect some of the following questions:

- Do you listen to and trust your intuition?
- Are you pursuing your passion?
- How could positive and cognitive psychology help you?
- How can you 'control' your brain and generate the results you want?
- Do you choose to direct your life and career?
- What would make your life more fulfilling?
- What about you is unique which can contribute?
- How do your values and beliefs determine your choices?

This book can take you on a life-altering journey if you CHOOSE to take the steps leading to fulfilment, success, and happiness.

Values Journeys

Implementation of **values journey** initiatives where appropriate business / organisation values and associated behaviours are implemented within businesses / organisations. This included effective implementation strategies, rollout plans and actions, supporting mechanisms, and values and associated behaviours reporting systems. All the foregoing is designed to implement effective, value adding, sustainable values journey interventions within businesses / organisations.

Fraud, Crime and Corruption Awareness & Prevention and Ethics Consulting

Consulting within businesses / organisations to introduce leading edge, unique fraud, crime, and corruptions awareness and prevention and Total Ethics Management Programmes and ethics strategies and interventions, through tailor-made workshops and other identified interventions.

Successes achieved in this regard include fraud, crime, and corruption (hence forth referred to as fraud) awareness and communications interventions (within a leading financial institution) falling directly under my control, which interventions resulted in between 90 and 100% of fraud and theft being prevented as a direct result of our teams fraud and crime awareness and communications programmes.

This was achieved through the following (amongst others) being included in the financial institution, throughout the group: -

Monthly e-mail communications (including urgent warning e-mails re latest fraud trends), video's, computer based training, performance agreements relating to fraud awareness and fraud prevention signed by every staff member, audit processes, compliance requirements, corporate governance requirements, employee appointment letters, training programmes, electronically monitored and measured fraud awareness champions, culture change programmes, ongoing presentations, group-wide ethics thermometer surveys, culture and values programmes, case studies and associated prevention tips, non-compliance to fraud awareness tracking and reporting, group wide tracking of fraud awareness results on related training, pre and post workshop tests tracked and reported on, high risk area fraud awareness presentations, loss prevention incentive scheme, fraud awareness intranet site, data casting, product and or service effectiveness surveys, and awareness brochures/calendars/mouse pads/stickers, tips and hints in in-house magazines.

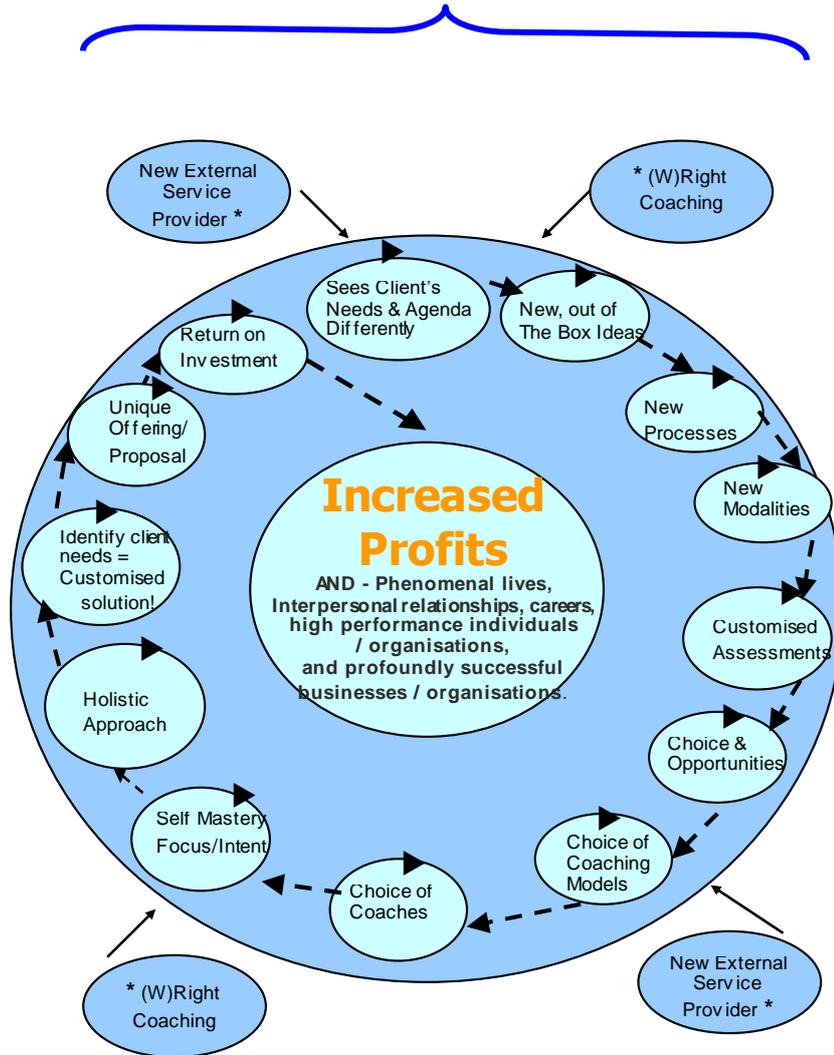
WHY USE US? WHY ARE WE THE BEST 'PICK' FOR YOU?

Graphic representation of staying as you are (keeping your existing transformation service provider) *as opposed to introducing and using (W)Right Coaching's products and services.*



NOW GO TO THE NEXT PAGE FOR THE
GOOD NEWS

Transformation Through (W)Right Coaching



* Above = (W)Right Coaching

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WHY USE US?

- First and foremost, we have **unique offerings** that set us apart from others in our field of expertise. Therefore we offer more value to YOU;
- We have over twenty eight years' first-hand experience in most business / organisations disciplines;
- We are a preferred coaching services provider in South Africa;
- Our customised interventions realise our clients' intended outcomes;
- We specialise in Executive / Leadership, Business, and Self-Mastery Coaching;
- We have access to (therefore they are available to you) Results certified coaches, Co-Active Coaching coaches, Creative Consciousness International coaches, I-Coach Academy coaches, Meta coaches, and more. These coaches bring their own unique set of skills and experience into our transformation coaching offering;
- We effect **positive and sustainable change** in individuals, groups, and businesses / organisations. The change we effect results in cost savings to your business / organisation (Return on Investment – ROI);
- Steve Krummeck (company owner & lead coach) is on the **Gordon Institute of Business Science** list of preferred coach's;
- Steve is a member of **Coaches and Mentors of South Africa** (COMENSA);
- We assist and enable our clients' realise their full power and potential, as well as bring about high performance cultures within businesses / organisations;
- We assist you bring about effective interpersonal relationships. Effective relationships after all are the core reason individuals, interpersonal interactions (one-on-one relationships, business relationships, marriages, and so on), individuals careers, companies / organisations, and countries prosper and enjoy immense success;
- (W)Right Coaching adopts a holistic approach to our coaching processes and methodologies. Where suitable and requested by our clients, we integrate a leading edge wellness (mental and physical) element into our customised coaching interventions;
- We will shift your awareness to a perception of personal choice as being your innate power to achieve anything you see in your mind's eye, set your mind to (within reason), and undertake the necessary actions to achieve;
- A powerful key to our clients' success in their journey with us in coaching sessions (whether as individuals or as an individual within a group or organisation) is for the client to identify AND ULTIMATELY ACHIEVE their goals, dreams, aspirations, wants and needs. In addition, they would now feel empowered to determine and live their passion and purpose in life, as well as their vision, and destiny. Our clients come to realise AND utilise the AWESOME POWER OF THOUGHT IN RELATION TO REALITY; that is to say, THOUGHT BECOMES REALITY! This scientifically proven concept is effectively used in our one-on-one and group (business, corporate, organisations in general) coaching;
- One of our core reasons for existing is to enable people to find and live their purpose and passion with great exuberance. We also enable people to lead balanced, purposeful, effective and fulfilled lives. By choosing to live their destiny and legacy they ultimately embrace self-mastery, and experience the immense power of actualising their thoughts;
- Our passion is to as best as possible enable you to achieve every goal, overcome and solve every problem, and reach your new desired state. Our energy and dedication is palpable and this alone sets us apart from other coaches in the coaching fraternity.

WHAT ARE OUR UNIQUE OFFERINGS (AMONGST OTHERS) THAT ADD VALUE TO YOU?

- **The book, "The Game of Life and Success – Steps to Self Mastery and Happiness";**
- **Future Leaders Now.** A customised intervention designed to bring about the leaders of tomorrow NOW. These leaders are Level Five Leaders (As defined by Jim Collins in his book and website, "Good to Great"). Future Leaders Now ® are leaders who bring about prosperous sustainable businesses / organisations, as well as contribute directly (personally and through their businesses / organisations) to a sustainable world.
- **The Happiness Now workshop** – Truly unique in South Africa. This can be described as a 'positive psychology' intervention / programme designed to (amongst other things) enable you become happy/happier, more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place;
- **HappyMeter;**
- **Happiness Now Talk;**
- **Self-Mastery workshop and talks;**
- **Coaching Conversations Workshop for Leaders and Managers;**
- **Straight Talk with Steve;**
- **We customise a transformation intervention** (which might include transformation coaching) suited to your unique circumstances and desired outcomes;
- **Ethics and Total Ethics Management Programme & Associated Ethics Thermometer.**

WHAT SETS US APART FROM OTHERS IN OUR FIELD?

- Our Unique Offerings;
- We source the best, most suitable qualified and experienced coaches for each project undertaken by us;
- We have over twenty eight years' hands on working experience in the corporate environment. Few coach's and coaching companies are able to attest to this;
- We draw on a minimum of fifteen years of related experience, qualifications, and skills;
- Amongst others, our lead coach's corporate experience (and associated qualifications) is in the following areas: -
 - Project management, marketing management, human resource management, business management, financial management, administration management, sales management, reengineering, communication science, public relations, coaching, training and development, workshop facilitation (locally & internationally), and more.
- We are amongst a handful of professional coaches who effectively weave, Psychoneuroimmunology (PNI), Metaphysics and Quantum Physics, and Positive Psychology, into our clients coaching sessions, thereby assisting them to achieve their goals, in effect everything (within reason) they set their minds to (realise 'What You See {in your mind's eye} Is What You Get');
- We use a set of internationally recognised customised assessments (people assessments) that will measure/assess your specific requirements, thus resulting in a truly customised coaching intervention. The assessment/s are interpreted by top class Industrial Psychologists;
- We are affiliated with some of the leading (BEE) coaching companies and coaches in South Africa;
- Steve is the **author of the Book, "The Game of Life – Steps to Self Mastery and Happiness"**. This book is unique in the world and transforms individuals (therefore groups, companies, and organisations) in a profound way. The book is designed to bring about a state of personal mastery (amongst a multitude of other outcomes);
- Steve Krummeck developed and presents the **workshop (the only one of its kind in South Africa - SA) titled, "The Game of Life – Steps to Self Mastery and Happiness"**. This workshop is arguably one the most powerful transformation workshop offered in SA which results in profound individual, relationship, career, business, and organisation transformation, including personal mastery;
- We impart "The Steps to Self Mastery and Happiness" to you as a guide to achieve the unimaginable (within reason);
- Steve Krummeck is the only person in South Africa who has developed and runs a workshop to train individuals and groups on the Happiness Now workshop. The **Happiness Now workshop** utilises processes (amongst others) that were developed by an international expert who holds a PHD in happiness. People who are happy or become happy/happier through this programme tend to be more effective, be more cooperative, are pro-social and charitable, are more likely to enjoy superior work outcomes (Greater Creativity, Increased Productivity, Higher Quality of Work, and earn Higher Incomes), are more likely to have a stronger immune system, are more likely to live longer, are more likely to be more emotionally healthy, are more likely to enjoy larger social rewards (More likely to marry, Less likely to become divorced, More likely to have more friends, More likely to enjoy stronger social support, More likely to enjoy richer social interactions), are more likely to be more active, have greater energy and flow, and are more likely to exhibit greater self-control and coping abilities.

SOME OF THE OUTCOMES THAT YOU CAN STRIVE TO ACHIEVE THROUGH UTILISING OUR SERVICES?

- To become (or build on what is already present within the individual and or the organisation):
 - Empowered,
 - Focused,
 - Value adding,
 - Highly effective at interpersonal communication;
 - A high performer,
 - Highly effective individuals, leaders, teams, companies, and organisations;
- Performance & leadership improvement and maximization;
- A transformed life, personal reinvention, fulfilled, purposeful, a balanced life;
- Enhanced personal and or work relationships;
- More clearly defined individual or organisation agendas;
- The realization **AND utilization** of (their individual and or their companies/organisations) –
 - Their limitless potential, life purpose & passion in life;
 - Their dreams & aspirations and wants & needs;
 - Their legacy;
 - Their vision;
 - Living and working ethically;
 - Creative mind power (What You See Is What You Get ®) - **improved personal and organisational results, more fulfilled and balanced life and organisation;**
 - Defined and realised future self and or organisation;
 - Mastering their own destiny/organisations destiny;
 - The power of collective positive thought/vision;
 - Enhanced problem solving capabilities;
 - Self-management; and
 - Personal & organisational long-term goals realised.
- Mastering personal & or company/organisational choice and problem solving capabilities;
- More rapid realization of personal and or organizational goals;
- Understanding, seeing and creating **personal opportunities** within the individuals life for his/her own benefit and or that of the organisation; thus **optimising outcomes for the individual and or the organisation;**
- **Changed behaviours** within a system (an organisation for example) to **bring about positive outcomes;**
- A comprehensive analysis of the individuals and or their organisations Strengths, Weaknesses, Opportunities, and Threats (SWOT analysis), and associated Threats, Opportunities, Weaknesses, and Strengths (TOWS) analysis, and a resultant life and or organisational strategy and plan; and
- Become a whole person - mind, body, soul/spirit.

It's no wonder people and companies / organisations want to be coached by us. Taking charge of your life and or your business / organisations team's success will be the single most important step you ever take. Whether you have taken this first step or not and wish to:

- Achieve personal mastery,
- Reach previously unimagined heights,
- Be a top performer, a peak performer,
- Bring about a peak performance culture within your business / organisation;
- Be or build on being a strategic, effective, inspirational, high value add leader, executive, and manager,
- Have truly rewarding relationships,
- Maximise your interpersonal communication skills,
- Turn your life and or business / organisation around,
- Lead a rewarding, balanced and fulfilled life,
- Change any aspect of your life, business / organisation,
- Identify and live your passion, purpose and legacy, and more, then...

Our coaching methodology will assist you beyond your wildest expectations.

As coach, we facilitate the 'opening of the clients' flood gates' to a completely new world. At (W)Right Coaching we are aware of the importance and impact that our coach has on our client. In view of this, the client is the 'centre of our universe' during coaching sessions. We channel the immense power in coaching sessions in such a way as to enable you to achieve your desired goal, solve the problem at hand, or reach your desired future state.

Remember, you hold the key to your future. Our coach and products and services help you use your key more effectively, guides, empowers, and ignites you to take that key and use it wisely and to its fullest potential.