

**Recently sold your practice?
Wondering about next steps?
Read on!**



Welcome from the Director of Coaching

Hello and thanks for your interest in becoming a business coach here at Slipstream Group.

The purpose of this introduction is to tell you a little bit about Slipstream, what the role of coach entails and more particularly, the process that we follow to determine whether taking this step would be a fit for both you and Slipstream.

Essentially, if it looks like a fit then I would be very interested in exploring this further with you.

Let's get started!



Scott Charlton

Scott Charlton
Director of Coaching

A little bit about Slipstream Group

We are a Brisbane-based business coaching firm, working with accounting, financial planning and multidisciplinary firms all around Australia, with particular emphasis on the Eastern Seaboard. We started in 2015 with one business coach and have grown to a multi-coach model, albeit three of these are part time. We are actively looking to grow the business hence the desire to recruit more coaches.

No false modesty here. If there is a bigger, better or more effective business coaching organisation that operates in our target markets then we are yet to hear of them! Underpinning this statement is the calibre and performance of our coaches. The importance of this cannot be understated and is why we take particular care in our coach recruitment process.

The first of our two main products, is a two day business planning workshop called the Breakaway. Firms do this either as a standalone program or as the entrée to our second main product, the ongoing coaching Peloton Program. The latter is a rich offering which includes group coaching, one-on-one interactions with a business coach, webinars, monthly reporting and access to a significant online library of resources.

For more information, I invite you to –

- [Visit the website](#)
- Check out the LinkedIn profiles of the founders
[Sharon McClafferty, CEO](#)
[Scott Charlton, Director of Coaching](#)
- Sample our podcast program, [In the Slipstream FM](#). In particular, episodes featuring interviews with Slipstream coaches would be the most relevant. As a suggestion, [Episode 63](#) features an interview with a Slipstream coach 12 months after joining us.

On being a coach with Slipstream Group

Ahead of joining the coaching team and ascertaining for yourself, there are seven key elements that I would like to share with you –

- 1. A role for grown-ups.** Regardless of whether you work for us full-time or part-time, this is absolutely not a nine-to-five, corporate environment. We will treat you as the responsible professional that you are. Particularly after you have been through your initial induction and training, decisions such as whether to work from home, on-site with the client or in the comfortable surrounds at our Brisbane office is largely up to you. We are also happy for you to retain flexibility in your hours knowing that this works out for both parties in the long run.
- 2. We treat you as a volunteer.** The coaches who join our team are typically at life's milestone i.e. they're working because they want to, not because they need to. Accordingly, we know that you will only remain with Slipstream as long as you are enjoying the role. Essentially, if we get this right, this will be your last role before you cease work completely.
- 3. A strong desire to see your clients succeed.** For some, this is encapsulated in "giving back" to one's profession. Perhaps this comes from the joy of sharing what you have learned over a career or it could be simply the satisfaction one gets from helping others.
- 4. Using your professional judgement.** Although there are some indicative tracks to follow, at Slipstream we apply the opposite of a cookie cutter approach. Rather, we need our coaches to exercise their professional judgement, to include their personal examples and to draw upon their own experiences. Part of using your judgement is knowing when to call upon members of your coaching collegiate for advice or a second opinion, knowing that assistance is willingly given.
- 5. The power of our coaching collegiate.** Be it in our six monthly coach retreats, our regular coaches meetings or in one-on-one interactions with peers, it is a professional delight to be part of this exclusive group. Mutual respect, keen desire to share with others along with roguish good humour make for an immensely enjoyable experience for members of the coaching team. Assistance is willingly given and only a phone call away.
- 6. We want you to have a life outside of Slipstream.** Setting a good example for our coaching clients is part of what we do. As an example, we expect Slipstream coaches to take eight weeks annual leave, which provides plenty of time for travel, family and other interests. We often find that our coaches appreciate a degree of work-related travel, where they are at liberty to (for example) tack on a weekend at the end of a coaching visit interstate.
- 7. Things that we don't expect you to be responsible for –**
 - a) Sales** - we have a marketing and sales team for this
 - b) Making your appointments and travel arrangements** – we will assign you a Client Experience Manager (CEM) to look after this
 - c) Making arrangements for coaching events** such as booking venues and organising handout material. Again, your CEM will look after this.

“ I love to help clients. The journey my clients are on, I have been through before. If I had someone in my life 20 years ago, that could have helped me and guided me in the right direction that would've meant a lot to me. So I love that I can offer that to my clients.

You've got to be passionate about wanting to help people. It's a job where you've genuinely got to want to see results from your clients. I love what I do because I love to see results. I'm very much driven towards goals. And if I've got clients that are very much aligned with my purposes, there are some terrific results.

MICHAEL SPINKS
SLIPSTREAM GROUP BUSINESS COACH



What we are looking for

At Slipstream, our business is only as good as the coaches who interact with our valuable clients. In this regard we have a very clear set of criteria, the main elements of which are as follows –

- Must have owned (either as a sole practitioner or as a shareholder) and run an accounting or financial planning firm
- Successfully exited that firm i.e. on good terms and with reputation enhanced
- Energetic enough to be keen for a new challenge. This is not a cushy rest home and there will be significant material to become familiar with and clients expecting to significantly improve their businesses with your assistance
- Positively disposed towards sharing the lessons from a career with fellow practitioners
- Confident in front of an audience, be it with your coaching colleagues and/or clients
- Enthusiastic about the prospect of travelling to various parts of Australia several times per year

Although based in Brisbane, we are happy to entertain coaches working from other parts of Australia.

If this sounds like you, then please read on!

Our process of bringing on a new coach

At Slipstream, we very much view the role of coach as one for “grown ups”. This is reflected in our getting-to-know-each-other process. Essentially, we need to know if it is an arrangement which is going to work for both parties.

In the sections that follow, is the approximate path that you can expect we will follow in the coming week.

1. Initial discussion with Director of Coaching – approximately 30 minutes

This is where we have a preliminary chat to talk about your background, current and future availability and address any early questions you might have. If at the end of this discussion we mutually conclude that it is worth exploring, then we will make a time for a more detailed explanation of what Slipstream actually does – we know that you will have plenty of questions!

2. The “Show and Tell Session” – allow one hour

This is where we answer all the questions that have been formulating in your mind in terms of what the coaching entails and what would be expected of you in the role of a Slipstream coach.

At the end of this meeting, you will have a much better idea as to whether this is a role that you would be suited to. We be looking for a clear indication from you as to whether you would like to explore the opportunity further. This would also be the time to discuss when you might be available – it’s not unusual for candidates to have remaining obligations with their previous firm and/or an overseas trip in their sights!

3. Assuming you want to proceed, then a detailed role description will be sent for your consideration.

4. **Next steps, not necessarily in this order.** We generally proceed at a pace which is comfortable for both parties, progressively getting to know one another and continually checking to ensure that it still seems a good fit and worth pursuing. Throughout this phase, the expectation is that both parties will be in open dialogue about whether it is a fit. From our Slipstream perspective, we like to be thorough in this part of the process to ensure that ultimately only highly suitable people join the coaching team.

- a) Meet Sharon McClafferty, our CEO.
- b) Have a discussion with Ryan Devillers, our BDM.

Both Sharon and Ryan will be assessing you from a suitability perspective – is your experience something that Slipstream’s clients will see value in paying for?

- c) Attend a Slipstream event. This could be a team retreat, a coaches retreat and/or attending a coaching workshop. Any of these events will give you a much greater sense of how we operate in practice. It also enables members of the Slipstream team to get to know you and form a judgement as to whether you will be a cultural fit.
- d) Interaction with one or more Slipstream coaches. This is to assess how you will fit in with the coaching collegiate we have here at Slipstream. It also will help to answer the question about whether we think you can coach.
- e) ID profile. More than likely during your career you have been exposed to various personality profile tools. The ID profile is the one that we use both internally and with our clients.
- f) Reference checks, based on referees provided by you.
- g) Final discussion.
- h) Make you an offer to join the coaching team.

Assuming that you join the team, be assured we won’t expect you to be immediately thrust in front of clients. We are well set up with a thorough induction and training program, including the following –

- A first-class employee induction to Slipstream Group
- Coach induction, delivered by the Director of Coaching and the Coaching Team Leader
- The detailed Coaches Manual
- Ongoing training with the Director of Coaching
- Observer roles at Slipstream events including the Breakaway workshop, on-site client visits and group coaching meetings

In short, we will leave no stone unturned to ensure that your coaching experience with Slipstream Group is a complete success, both for you and your clients.

I look forward to exploring these matters further with you.

Please get in touch if you think this is for you!

Trust. Worthy.

**Slipstream
Group**

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