



## Corporate Fact Sheet

### **The Company:**

Since 1992, CoachInc.com has trained the finest personal, business and corporate coaches in the world by educating more than 16,000 students and graduates from 51 countries to become coaches through its Coach U and Corporate Coach U programs. CoachInc.com's faculty of professionally trained, experienced, ICF certified coaches train students to coach, build a coaching practice, integrate coaching skills into their current life or work, and develop a strong personal foundation. CoachInc.com continues to enhance and update its class content, reference materials and client programs to reflect the most recent advances in the coaching field. This commitment to quality, combined with expert training, proprietary tools and ongoing support, ensures coaching success. CoachInc.com is headquartered in Arizona, and has live programs available throughout the United States, Great Britain, Europe, Australia, New Zealand, Singapore, South Korea, India, Poland, Brazil and Hong Kong.

### **Programs:**

#### **Coach U**

Coach U trains individuals to become masterful, personal life, career and business coaches by working as partners, advocates and sounding boards with their clients to gain greater satisfaction, peace, joy and fulfillment in the clients' lives. Many students take the Core Essentials Programs to enhance their skills in their current professions or to simply improve the quality of their lives. The Advanced Coaching Program (ACP) is accredited by the globally recognized International Coach Federation.

#### **Corporate Coach U**

Corporate Coach U trains individuals to become effective business and corporate coaches through the first International Coach Federation-accredited program to focus on coaching in business, not-for-profit and other organizational settings.

### **Markets and backgrounds for Coaches and Coach Training:**

Coaches come from virtually all walks of life and occupations. It is common for consultants, therapists, trainers, human resources professionals, business owners, healing arts professionals, and all types of managers to take coach training. Coaching skills benefit everyone who works with other people and wants to achieve better results.

### **Marketing:**

Both Coach U and Corporate Coach U use a direct sales method of marketing. Most coaching students come to the programs through referral and word of mouth. Others find out about CoachInc.com's training via the Website and publicity coverage.

### **Differentiators:**

Coach U and Corporate Coach U's innovative programs are recognized as the most effective and comprehensive training available for coaches by international coaching service companies. CoachInc.com maintains a commitment to continual refinement and updating of its class content and reference materials, as well as development of easy-to-use tools and coaching models that differentiate it from competitors. These proprietary tools include: self-assessment checklists, learning tools and books, success principles, and universal coaching model methodologies. Core Essentials classes are delivered via structured rigorous programs of live training or teleclasses. Advanced programs, both personal and corporate, are delivered through fully facilitated teleclasses.

**CoachInc.com Key Management:**

Sandy Vilas, Master Certified Coach, CEO

Jennifer Corbin, Master Certified Coach, President

Pamela Richarde, Master Certified Coach, Director of Training for Accredited Training Programs

Lynne Lopez, Director of Admissions

Carol Golcher, European Operations Manager

Cheryl Hornig, Director of Coach U Australia/New Zealand

**Employees:**

30

**Corporate Headquarters:**

11523 Palm Brush Trail #354

Bradenton, FL 34202

1-800-48COACH (1-800-482-6224)

**Contacts**

Web site: [www.CoachInc.com](http://www.CoachInc.com) (www.coachu.com, www.ccu.com)

**PR Contacts:**

Mr. Sandy Vilas, [sandy@coachinc.com](mailto:sandy@coachinc.com), 1-520-544-4502

Ms. Jennifer Corbin, [jennifer@coachinc.com](mailto:jennifer@coachinc.com), 1-800-329-5655