



# COACHING PROFILE



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# ABOUT COACHING

From when we first meet, I am committed to your most successful journey through business life!

I am focused on automation, technology, process and workflows with a deep emphasis on you and your people.

Thank you for considering MyOps to move your business to that next level.



# WHAT I DO

I chop down the trees to see the forest!

Through regular coaching sessions I help you to understand your goals, remove the roadblocks, work through your options and commit to them, using various proven techniques to ensure your success.

I believe in baby steps, moving you incrementally forward each week. Weekly coaching sessions will build your inner confidence, your interpersonal skills and measure your personal accountability because, if it's not measured, it's not done!

I approach each client organically with the view to ensuring I understand you first and your business second.

Your strategy is incorporated into the coaching road-map design however if you don't have a formal strategy or you want recommendations, I help with that too.

# ABOUT ME



**NORM  
ROBERTS**  
DIRECTOR

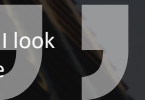


My name is Norm Roberts. I am an MBA qualified Business Analyst specialising in Business Intelligence and Technology as well as a seasoned executive coach working with countless business owners, entrepreneurs and their management to achieve their business' ideal "success environment".

As a coach I look to understand your business from the inside out, top down and sideways to get you operationally and culturally awesome!

Using Neuro-linguistic Programming (NLP), Dysfunctional Pattern Clearing (DPC) and years of experience in senior level management, business, banking and financing I am able to help you to identify your goals, create strategies that are customised to fit your personality and execute a game plan that will introduce you to your personal best.

Sometimes we don't know what is possible so I look forward to helping you with realising your true potential!



# STEPS to Success

"Organisational culture eats strategy for breakfast, lunch and dinner." - Mark Fields, President and CEO, *Ford Motor Company*.

## 1. COST

**Our first meeting is obligation and cost free.** It is where we get to know if we can work together. I always start with the end in mind, if you don't know where you are going then how do you expect to arrive there? I help you to distinguish goals from best guesses, I want to understand the "you" in your business and your desired outcomes. From this first meeting I can more accurately quote you cost and timings going forward so there are no surprises.

## 2. WHERE TO BEGIN?

Once you agree to the quote and proposal I design a customised ROAD-MAP specific to you. I coach you and your key staff through regular scheduled meetings, live observations, strategic feedback and regular communications. I look to build your best selves through specific, measurable, achievable, realistic and time sensitive goals. I solve problems, it's what I do!

## 3. ITS A PARTNERSHIP

I partner with you to ensure your business becomes exactly what you desire. I help you to create and experience a "Success Environment". This isn't a client/consultant relationship it is a partnership because if you don't reach your goals then I have failed and I don't like failing!

## 4. YOUR EXPERIENCE

Coaching is all about you. I ask you the tough questions at every stage to understand you and your inner goals. I pick apart the reasons why you aren't achieving success now and then work with you to come up with options to move forward. Lastly you will always commit to a weekly/fortnightly goal of your choice that moves you in the right direction. We review every meeting to ensure you are achieving your best results. In no time at all you start to expect success through a sense of constant achievement.

## 5. MEASURES

Your staff culture will improve as it will be measured at the start and at regular intervals through Staff Perspective Survey's, your staff retention is longer due to more engagement with your company which is measured through specifically designed 360 Feedback Survey's and your clients will have more positive experiences measured through Reviews and Net Promoter Score Survey's. All of these measures and more are used to measure your success on every level.

# TESTIMONIALS

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Big Norm, you're a legend and have had a profound effect on my business awesomising everything in it, especially the executive training & coaching that we do. Massively grateful to call you a mentor & friend.



- **Luke Mooney, Director,**  
**The Moon Group.**  
*Mortgage Broking and Asset Finance.*



For a small business trying to grow, there are a lot of traps that MyOps have helped us navigate through and it has been an eye opening and invaluable experience



- **Claire Kilroy, Director,**  
**Koste Tax Depreciation Surveyors.**



We found Norman at MyOps to be an amazing business strategist especially in his knowledge of the mortgage broker industry as he helped us through the setup and streamlining of a newly formed merger of our existing businesses.



- **David Jin Director AUF Qld**



Norman assisted us by creating a much more streamlined tax depreciation report ordering system. Which allowed us to get on with the work rather than worrying about all the admin. Over the last two years we were able to streamline systems and make them the well oiled machine they are today. With that in mind, we would not hesitate to recommend him to other businesses.



- **Sean Connolly, Director KC Partnership.**



Norman was instrumental in assisting myself as the CEO and founder of my Wealth Management company through an extensive automation process lasting just over 12 months. He worked very closely with me understanding all of my needs and exactly what I wanted to achieve which led us from well over 40 staff to just over ten, ensuring no business was lost and our capacity increased due to technology upgrades and a solid foundation of task management and accountability. I am now able to concentrate more on my personal life knowing the business is taking care of itself.



- **K. Knights CEO and Founder, Wealth Management.**  
*Real Estate, Mortgage Broking and Tax agents.*



You need more people trained to the level we experienced, so you can help more businesses! - *anonymous*



Clone yourself & let me have the clone in my business full time free of charge. - *anonymous*



I found Norman's executive coaching to be insightful as we aligned David 's and my goals to a strategy we can see that can grow.



- **William Bai Director AUF Qld**



# AGENCIES I WORK WITH



## MARKETING



## WEBSITE



## SOFTWARE DEVELOPER



## BUSINESS CONSULTANTS AND PROJECT MANAGEMENT



# SOME CURRENT AND PREVIOUS CLIENTS



INVEST & CO





**MyOps** PTY LTD

PLEASE LET ME KNOW IF YOU HAVE ANY  
QUESTIONS, QUERIES OR CONCERNS.

MyOps Pty Ltd

Established November 2017

*formerly Inner Performance Coaching EST 2007*

**0404 678 886 | [info@myops.com.au](mailto:info@myops.com.au)**