

Coaching Guidelines

Effective Date: December 1, 2007

1. **MY VISION:** A world where professional speaking is the most highly respected and enjoyable profession one can undertake.
2. **MY MISSION:** To coach, train, mentor, represent and maintain powerful relationships with a select number of financially successful professional speakers.
3. **WHAT I DO:** Represent a select number of professional speakers who are seeking to make their profession the most respected and enjoyable profession in the world.
4. **THE VALUE OF OUR PROFESSION** - inspired by a friend's LANDMARK Training. I like it so I use it.
 - **SPEAKING** is something more than talking, more than the exchange of symbols and information, more than saying what you really think. In speaking, we share ourselves, we evoke experience in others. It is where our ideas become clear and possible. It is where others are expanded by our participation with them. It allows for the futures we create.

Speaking lives in poetry, in appreciation of another, it lives in idle conversations that pass time in great theories and books that give rise to wonder and thought. Speaking is that which allows for "who" and "how" we are in the world. It is what gives voice to all that is possible in being human
 - **LISTENING** is a rare happening among human beings. You cannot listen to another speaking if you are preoccupied with your appearance of impressing another, or if you are trying to decide what you are going to say when the other stops talking. Or, if you are debating about whether what is being spoken is true or relevant or agreeable. Such matters have their place, but only after listening to what is being spoken.

Listening, in other words is a primitive act of love in which people give themselves to one another's speaking, being accessible to that. Listening is that which gives life to speaking. It is with the listener that both the speaker and what is spoken exist and come alive.
5. As your coach I will encourage you to set goals you truly want, ask you to do more than you may have done on your own, help you focus better in order to achieve results more quickly, and provide you with the tools, support and structure to accomplish more. I will also share my expertise, knowledge, information and resources that will support you in making correct decisions or achieving your goals when and where it is applicable. My personal goal is to be very focused and strategic in our approach. Your diligence in completing the tasks we identify will ensure that our sessions have maximum effectiveness.
6. In our relationship, you remain totally responsible for all decisions made for or about your work and your business. My job is to share my thoughts and expertise with you and to do my professional best to guide you to sound decisions, but all final decisions are up to you. There may also be times when I refer you to other services, professionals or resources outside of my own. I take great care to make responsible referrals, but my referral is just that -- a referral. The final decision about using the referral is yours.
7. When and wherever possible I use the latest cost-effective technology to communicate via the Internet, email, web-based calendars, virtual networks, or disk transfer. Traditional methods (regular mail, overnight shipping) are also used but kept to a minimum. Whenever traditional methods must be used, any and all mail, shipping or carrier costs must be paid by you.

RICK SHERRÉLL

8. All coaching arrangements require a minimum twelve (12) week commitment. Coaching sessions are held over the phone and scheduled in advance at our mutually agreed date and time. If at all possible sessions are scheduled on the same day/time each week.
9. Our coaching sessions should begin promptly on time and you should call me at 404-957-4200 or the designated conference calling line to begin each session. Calls are 40 minutes long and scheduled to start on the hour. Regardless of when they start, all sessions end at 40 minutes past the hour to allow me a 20 minute break prior to and to prepare for my next session scheduled to begin on the hour.
10. You may reschedule any session with a 24-hour advance notice and confirmation by me. I too, reserve the option to reschedule any session with the courtesy of the same 24-hour advance notice and confirmation by you. I can be reached at 404-957-4200 or Rick@RickSherrell.com.
11. To respect each other's time and lifestyle the following guidelines will apply to missed sessions (those not rescheduled as described above).
 - a. If you miss a session payment will not be refunded for any sessions not rescheduled with a 24-hour notice or for any time lost should the call not be initiated on time. Your session is forfeited.
 - b. If I miss a session or if you are unable to reach me through no fault of your own, the session will be rescheduled and an additional session will be scheduled at no charge.
12. All sessions are typically conducted by telephone. However, schedule permitting, I will meet face-to-face or provide on-site coaching at your request. All expenses associated with traveling or commuting to such sessions are your responsibility and where possible, must be pre-paid by you. Expenses are defined as airfare, hotel, auto rental, taxi service, meals, mileage and parking - whichever are applicable. I must approve all travel and any expense reimbursement arrangements prior to booking. My fee during travel outside of my base city is \$1,000 per day beginning the day I depart through the day I return.
13. In my coaching business, I may be working with professionals in similar fields or businesses. In working with you, certain information may be obtained by me concerning your business and affairs that are the exclusive property of you and your business and must remain confidential. In such cases I agree to respect your confidentiality and our relationship does not prohibit me from accepting clients in any profession, field, industry, occupation, territory or market.
14. By entering into a coaching relationship with me, you agree to the above guidelines. Once entered into, our relationship is considered to be ongoing. Discontinuing our coaching/consulting relationship by either party requires the courtesy of a 30-day written notice.
15. Payment in advance is required for all sessions. Make Checks Payable to: RICK SHERRÉLL or PRO SPEAKERS BUREAU, P.O. Box 7427, Atlanta, GA 30357. Credit card payments can be made via PayPal to Programs@ProSpeakersBureau.com or I can send you a PayPal invoice upon your request. All invoices are due upon receipt.

PEACE.



Rick Sherréll