

# Tap In & Step Up Business Essentials

THE APPROACH COACHING METHOD



# What is Included

THE APPROACH COACHING METHOD

## STEP-UP STAND-OUT

**“Simplicity is Sophistication: Build a Profitable, Sustainable, Predictable Business Plan connecting IQ & EQ.”**



Serve your target market by defining their unmet needs, how your business addresses these challenges, and the expected outcome.



Strategies to attract and engage your ideal clients through targeted events and marketing initiatives.



Build effective and proven communication strategies to convey your value proposition clearly and authentically.



Learn how to track key metrics, manage expenses, and optimize revenue streams for sustained business success.



A structured approach to prioritize and implement key initiatives for business growth and success.



An adaptable planning template, providing a solid foundation for your growth, designed to evolve year after year.



# The Outcomes You Gain

THE APPROACH COACHING METHOD

## 9 Week Business Essentials Cohort taking you further by:

---



Building clear direction and focus, helping you achieve and measure your business goals.



Lead with actionable insights that enable you to make informed decisions, and drive tangible results.



Simplified foundational plans are easier to implement, evolve from, and communicate.



Fundamental plans enable adaptability to changing market conditions, allowing for quick adjustments and pivots as needed.



Make your actions effective when onboarding team members, stakeholders, hired resources, or investors.



Cut out unnecessary complexity, allowing you to execute strategies more efficiently. Streamline your time, manage your energy.

# FAQ's



## What does each week look like?

Monday - receive your weekly agenda and preview for your ZOOM cohort training.  
Wednesday - receive your mid-week mindset challenge  
Thursday - 1hr ZOOM cohort training on that weeks exercise, building your plan.  
Each week is a gradual build on the previous, giving you a logical connection.

## If I am stuck, do I get any 1on1 time?

YES! Every Cohort member has access to 1on1 Coaching time in addition to Thursday ZOOM cohort training, and weekly exercises. This is NOT a "hands off" program.

## Why would I benefit from joining?

As a High-Achiever driven to make a difference, it has never been about "starting something". The challenge you face is "finishing something". The programs within "Tap In" are designed by taking all elements needed to create structure and accountability. Helping you identify good habits so that applying discipline does not become a struggle, it becomes a positive influence for growth and motivation. "Tap In" has been reviewed by accomplished experts in the field of Neuroscience.

## Will I be able to use the tools received year after year?

YES! I want you to be successful. One of the biggest challenges I see is the, "New Year, New Program" approach which significantly delays your success. The tools within ALL programs residing in "Tap In" are foundational. As a Coach, it is my goal for you to no longer need me, leaving you with confidence and focus.

## I have a team. Would you suggest including them too?

YES! YES! and YES! Build a culture. Keep your team informed and invest in their goals.  
\*inquire about team pricing

**STEP-UP STAND-OUT**

**Kim's approach to coaching incorporates a unique Athletic and Sr. Leadership perspective, drawing on over two decades of experience which has taken her to World stages. Her methods have been tried and tested, proving effective for the individuals she champions. With a background in mentoring, training small business teams, facilitating seminars, and accumulating over 26,000 professional coaching hours, Kim has become an expert in guiding ambitious individuals to reach their peak performance.**

**She encourages her clients to "Find the I" and "Find the Calm." Just like an athlete searching for their inner strength and focus, individuals are urged to look inward, discover their true selves, and determine their genuine desires. Kim believes that by diving into the "I" of the storm, individuals can find the calm that will propel them beyond the plateaus experienced by every high-achiever.**

**Her coaching challenges the conventional notion of success, urging clients to stop conforming to a single path and instead carve out their own journey. Tuning out external noise and opinions, individuals are encouraged to find direction from within, unlocking their true potential.**

**The core principles of Kim's coaching philosophy are encapsulated in the mantra: "Create in wonderment, Align with structure, Lead with wisdom, and Master your authority." These principles form the foundation of all pillars within The Approach Coaching Method. Together, they reflect her unparalleled ability to connect with individuals on a profound level, decode complex concepts, and propel high-performing professionals towards their defined success.**

*Kim  
Skinner*

**BIG WORK**  
THE APPROACH COACHING METHOD