

December 2023



PQ Coach Member Newsletter

Communities of Practice Spotlight

PQ for Sage Communication continues to evolve into a resource for every PQ coach to practice skills. [Read more](#)

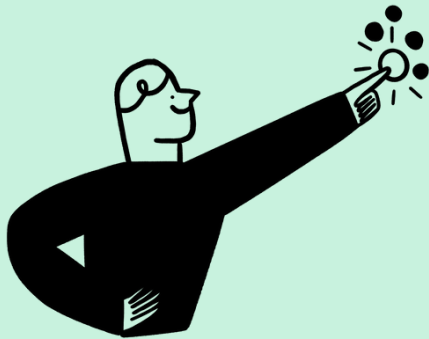
Bringing PQ to Competitive Sports

Two PQ coaches work to cultivate a resilient mindset and mental toughness in the competitive world of sports. [Learn more](#)

Building Your Coaching Business in 2024

Bill Carmody reveals exciting opportunities to launch, build, or scale your coaching business in the new year. [Get the details](#)

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Building Your Coaching Business in 2024

by Bill Carmody, Chief Coaching Officer



With the holidays coming in fast and New Year's upon us, it's a wonderful time to pause and reflect on the business end of your coaching business. As you've likely heard before, my commitment is to eradicate scarcity and help others recognize their infinite abundance.

If one of your commitments in 2024 is to launch, build, or scale your coaching business, you'll love what I'm about to share with you – including the complete 2024 Sage Business Development calendar. Yep, you've read that correctly. We've worked through the precise calendar details so you can plan accordingly.

2024 Sage Business Development Calendar

This calendar includes monthly Sage Business Development Application Sessions and four 7-day sprint opportunities. Notice that the 7-day sprints all begin one day after a Sage Business Development Application Session, which helps you focus and prepare for the sprint.

Before you explore the details of the 2024 calendar, it's helpful to call out three principles woven throughout the Sage Business Development content plan and schedule:

Essentialism, trust, and practice.

Essentialism

Focus on what is truly essential in your coaching business.

Only four things will determine your success (and highlight any struggle) in your coaching business. They are the four pillars of any business:

- (1) Niche = Who
- (2) Irresistible Offer = What
- (3) Generating Appointments = Where & How
- (4) Converting Appointments = When

Focus on this first principle means you can let go of the many trivial distractions that will pull you away from what is truly essential in your coaching business.

Trust

Succeed by trusting the four pillars of Sage Business Development. When you truly understand your niche, you've narrowed your focus and precisely know who you are contacting. Knowing your niche will also empower you to create your irresistible offer and precisely understand what you are offering your niche.

As you discover how you love to generate appointments, you will know precisely where & how to reach your niche. And then converting appointments is about precisely knowing when it is a good time to engage. And your why is your reason for doing any of this (thank you, Sage Power Navigate!).

Practice

Once you understand the four pillars of Sage Business Development, you've locked in your 20% insight, and from that point forward, it's all about 80% muscle building. In other words, the third principle is "Practice, Practice, Practice." Practice will give you all the feedback you truly need to launch, build, and scale your coaching business.

"To know and not to do is not to know"

- Stephen Covey

With a complete understanding of the three core principles, look at the 2024 Sage Business Development calendar on the following page. What do you notice?

2024 SAGE BUSINESS DEVELOPMENT CALENDAR

DATE(S)	EVENT	TOPIC or PILLAR FOCUS
January 17	Application Session	Generate: Increase Your Price
January 18 - 24	7- Day Sprints	Generate: Get One Appointment Get One Client Increase Your Price
February 21	Application Session	Convert: Handle Any Objection
March 20	Application Session	Niche & Offer: First Who, Then What
April 17	Application Session	Generate: Essentialism & Courage
April 18 - 24	7-Day Sprints	Generate: Get One Appointment Get One Client Increase Your Price
May 15	Application Session	Convert: Handle Saboteur Hijacks
June 19	Application Session	Niche & Offer: Sage Powers to Refine Your Offer
July 17	Application Session	Generate: Ease & Flow When Facing Obstacles
July 18 - 24	7-Day Sprints	Generate: Get One Appointment Get One Client Increase Your Price
August 21	Application Session	Convert: Building a Passion for "No"
September 18	Application Session	Niche & Offer: Prime Number Niche Test
October 16	Application Session	Generate: Love & Abundance
October 17 - 23	7-Day Sprints	Generate: Get One Appointment Get One Client Increase Your Price
November 20	Application Session	Convert: Empathy + Activate
December 18	Application Session	Niche & Offer: Truly Loving Your Niche

Each quarter, we cover all four pillars of Sage Business Development and host the 7-Day sprints where you can practice in real life.

Every quarter, you will have an opportunity to practice one of three 7-Day Sprints:

- (1) Get One Appointment
- (2) Get One Client
- (3) Increase Your Price

The first sprint leads to the second sprint, which leads to the third sprint.

Once you have completed all three 7-day sprints, you can choose to repeat any of the sprints and, in doing so, focus where your coaching business is most in need: consistently generating appointments that lead to the right clients at the right price.

That's why I'm so excited for 2024.

This is the year that we consistently refine each of the four pillars of Sage Business Development while implementing the practice we need to launch, scale, and grow.

If you're ready to expand your coaching business while doing it in Sage Ease & Flow, 2024 is your year to eradicate scarcity and recognize your infinite abundance. I'm truly excited about what we get to create together!



Feeling inspired?

Read on for more details about
the Application Sessions and 7-Day Sprints

Coaching Updates

Important Notice Regarding Advanced Sessions

Advanced Sessions will become Application Sessions in January

Soon all cohorts will have access to Application Sessions and the Application module content in the Learning Hub.

With increased simplicity and expanded access to live sessions, PQ coaches can apply what they are learning and participate in the PQ Coaching Application Sessions, Sage Business Development Application Sessions, and 7-Day Sprints earlier in their PQ Coach journey.

If you are a Cohort 1 - Cohort 14 coach currently subscribed to the Advanced calendar, the calendar name and events will automatically update to reflect the name change to Application. Look for the updates in the Learning Hub in January!

If you are a Cohort 15 coach, please check the Learning Hub main page during the first week of January to access the Application Sessions calendar and Application module.

If you are a Cohort 16 coach, please check the Learning Hub main page during the last week of January to access the Application Sessions calendar and Application module.

Cohort 15 and Cohort 16 coaches are welcome to attend Application Sessions and participate in the 7-Day Sprints as you deepen your knowledge of the PQ operating system and Sage Business Development content. Please keep general PQ Coaching or Business Development questions for your Cohort's respective live, weekly Q&A sessions. We encourage you also to seek out the wisdom of fellow coaches in the community, available in the PQ app.

The 2024 Sage Business Development calendar includes live, monthly Sage Business Development Application Sessions with a focused topic for discussion. Please note that "Generate" Application Sessions will include breakout rooms to help facilitate Pod formation for accountability and community during the 7-Day Sprint that begins the following day. Four sprint windows are scheduled for the 2024 calendar, with three different 7-day sprints offered each time.

To prepare for the 7-day sprints coming in 2024, keep reading!

Coaching Updates

7-Day Sprints

A 7-day sprint is designed to ensure coaches activate in real life. Instead of participant-to-participant demos, you contact your niche directly and test your offers. Sprints allow you to test what truly works and what doesn't so that refinements and improvements can be made.

Every quarter, you can participate in one of three 7-Day Sprints in conjunction with Sage Business Development Application Sessions. The three sprints are:

- (1) Get One Appointment
- (2) Get One Client
- (3) Increase Your Price

The 7-day sprints are intended to be completed in order. Once you have completed all three 7-day sprints, you can choose to repeat any of the sprints and, in doing so, focus where your coaching business is most in need: consistently generating appointments that lead to the right clients at the right price.

Requirements to participate in a sprint are as follows:

Generate: Get One Appointment 7-Day Sprint

- Complete the lesson [Appointment Generation - AG Fractals Part 1](#)
- Complete the lesson [Appointment Generation - AG Fractals Part 2](#)
- Complete the lesson [Generate One Appointment 7-Day Sprint](#)

Generate: Get One Client 7-Day Sprint

- Complete the requirements for the Get One Appointment 7-Day Sprint
- Successful participation in a Get One Appointment 7-Day Sprint

Generate: Increase Your Price 7-Day Sprint

- Successful participation in a Get One Client 7-Day Sprint

The 7-day sprint takes place over seven consecutive days. You should dedicate approximately 60-90 minutes each day during the sprint. Immediately following the sprint, you are encouraged to continue your momentum at a pace that works well for you.

Join the upcoming Sage Business Development Application Session on Wednesday, January 17 to learn more and participate in our first sprints of 2024.

Learning Hub Tool

Did you know the Learning Hub has a tool on your homepage ready to assist you with your coaching questions?

When logged into the Learning Hub, look for the magnifying glass icon on the lower right corner of your screen. This is where the Beacon Bot is ready to assist you.

The Beacon Bot allows you to explore common questions and discover valuable information. This tool makes it even easier to access the answers you seek when you need them. Watch this video to see how easy it is to use.

Watch the video in your browser

Newsletter Tools

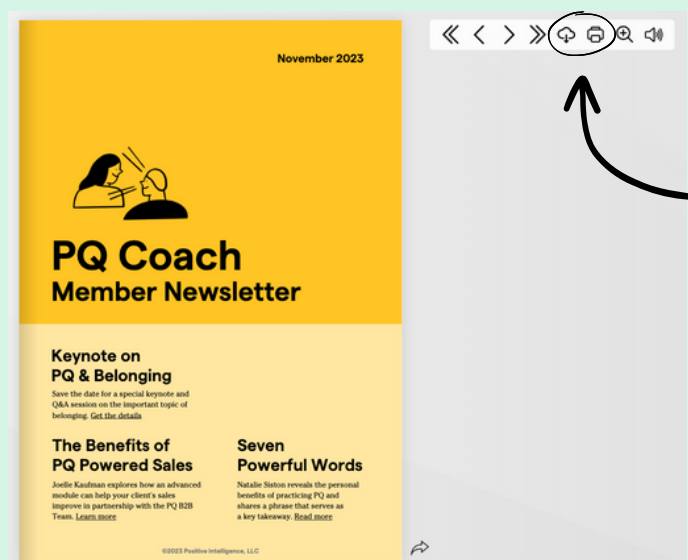
The PQ Coach monthly newsletter is available in many formats, including PDF for easy offline printing or reading. Follow these easy steps to access the newsletter in a format that works for you.

How to Download the Newsletter

- When viewing the newsletter in your browser, look for the controls toolbar in the upper right corner of the webpage. Click the Download (cloud icon) button.

How to Print the Newsletter

- When viewing the newsletter in your browser, look for the controls toolbar in the upper right corner of the webpage. Click the Print (printer icon) button.

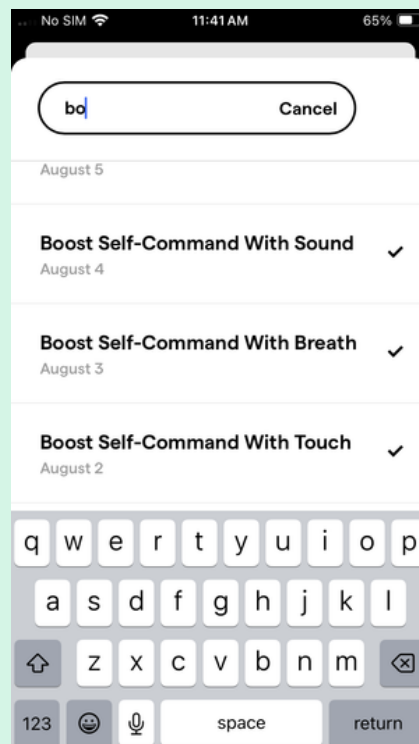


Look for the controls toolbar to download or print the monthly newsletter!

PQ App Tool

Improved Daily Focus Calendar Search

It is now possible to easily search the PQ app for a previous Daily Focus. From the "Focus" tab in the PQ app, click on "Today" and select the search icon in the upper right corner. Type in the name or part of the name of the Daily Focus, and all relevant matches will appear in the results.



Please note that you can only search for Daily Focus names. Search by date and Coach Challenge name is currently not supported.

Communities of Practice

Spotlight on PQ for Sage Communication

All too often, do you need more time to practice the messages that matter most?

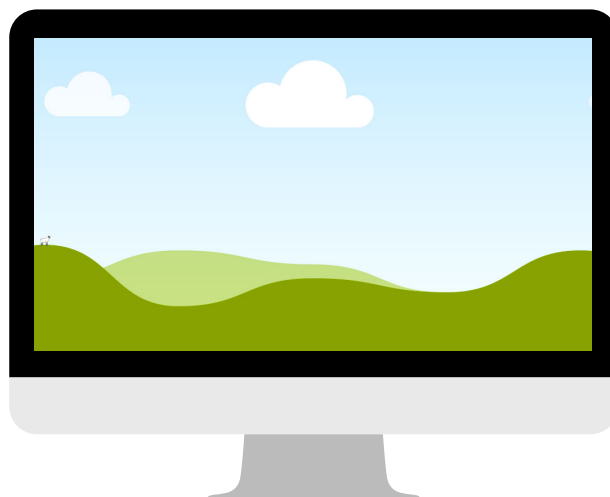
Our Community of Practice makes practicing any message effortless and fun, including outreach calls, self-introductions, how much we charge, presentations, and initiating PQ reps in tricky settings.

Every aspect of our community offers an opportunity to intentionally choose a Sage power or the Sage Perspective.

Some of the ways we practice our Sage powers in our community include:

- Warming up with improv games
- Deciding what and how to practice
- Asking feedback questions from the PQ channel
- Debriefing to reinforce new pathways
- Facilitating meetings tuned to the PQ channel
- Acknowledging the presence of Saboteurs
- Asking for PQ reps anytime, no questions asked

Watch this message of welcome to all PQ coaches from our PQ for Sage Communication Community of Practice.



Communities of Practice

Here are some of the celebrations and testimonials from our current members:

“Feeling deep trust now that whatever comes out of my mouth next will be absolutely fine.”

“High-stakes presentations go much better after practicing them here. My Saboteurs are quieter, really!”

“Debriefing after practicing with partners expands the Sage consciousness of us all.”

“My elevator pitch improved after a few sage-powered questions from my CoP-mates and a minute of PQ reps.”

“Being part of this supportive community has changed how I lean into my coaching. It has enabled me to stop judging myself so much and feel more self-compassion and therefore empathy, to fly freer, dare more, serve clients better.”

How do we keep a community going that’s focused on an activity that most of us don’t like doing? With Sage contagion, of course! Our Avoider Saboteurs are simply no match for the joy and sense of accomplishment generated when we practice together in a caring connection.

Our Community of Practice is evolving into a resource for every PQ coach who needs to practice but probably won’t do it independently. Join us! We welcome your curiosity and look forward to practicing with you.



**Join a PQ-Supported
Community of Practice!**

Learn more, including how to apply,
by going to the Growth & Development module
in the Explore section of your [Learning Hub](#)

Promoting the Comprehensive Guide to Wellness at Work

Have you shared the [Comprehensive Guide to Wellness at Work](#) with your clients?

PQ has published three blog posts based on the guide that are available for you to share with your clients and your LinkedIn network.

Unlocking Productivity: The Power of Workplace Wellness

Details how a mental fitness program can unlock both wellness and productivity in the workplace. [Read more.](#)

Wellness at Work: Why the Best Wellness Strategies Begin With Mental Fitness

Covers the science of mental fitness and why it is needed for maximum wellness plan success. [Read more.](#)

Supercharge Your Workplace Wellness Plan With a Mental Fitness Program

Explains how to incorporate the PQ Program into a wellness plan that meets the needs of the workforce. [Read more.](#)



PQ Powered Competitive Sports

With the increase of sports coaches and sports psychologists in our PQ Coach community and a growing number of executive coaches working with leaders in the sports industry, the PQ Business-to-Business (B2B) team is allocating more resources toward supporting B2B engagements within professional sports teams and university/college athletic departments.

With great enthusiasm, we showcase two PQ coaches actively contributing to and significantly impacting these domains. Read on to learn more and learn how to join the discussion if you are a PQ coach involved with athletes, sports coaches, and sports executives.

Former NHL Player and Olympian Adrien Plavsic Brings Mental Fitness Skills to Hockey Teams



In a candid video interview, Cohort 13 PQ Coach Adrien Plavsic traced his remarkable journey from a distinguished professional hockey career to his current role in high-performance coaching.

Adrien shared insights into applying Positive Intelligence in the high-pressure world of sports.

During the discussion, Adrien underscored the importance of self-love and safe spaces for athletes to express their challenges and the profound impact of mental fitness—both on the ice and in the broader spectrum of life. Adrien also painted a powerful vision for the future, expressing his deep passion for coaching and commitment to living a joyful life of fulfillment.

Watch the full 30-minute interview with Adrien Plavsic [here](#).

Muskingum University Uses PQ to Develop a Culture of Resiliency and a Winning Mindset

Without Focusing Solely on Wins or Losses

PQ Coach Pam Reyes from Cohort 8 seized an opportunity to bring Positive Intelligence to Muskingum University's Athletic Department while coaching senior executives. She initiated this by hosting a 3-hour virtual Saboteur workshop for 53 sports coaches and the Athletic Director at a summer retreat.

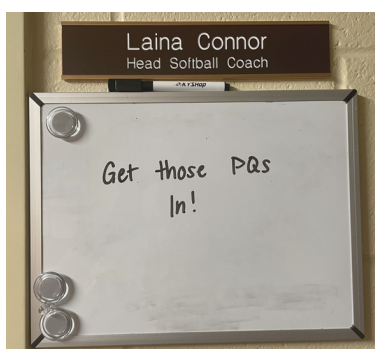
Working closely with our sales and customer success specialists, Pam facilitated the enrollment of the first group into an annual B2B PQ app subscription, offering PQ Program access along with advanced features like family/friends access, reporting, and PQ Powered Team modules.

After completing the PQ Program, the Athletic Director reported seeing a drastic change in the positivity and energy of the coaches – focusing their energy on the right places despite the wins and losses.

- 86% of participants reported significant improvements in resilience, stress management, and emotional intelligence
- 71% of participants felt more empowered to contribute to organizational outcomes and build stronger work relationships.

This is a big win for the University President! The positive impact extended beyond the coaches, influencing athletes with a more positive mindset and contributing to the successful recruitment of new players.

Coaches, inspired by their PQ practice, displayed reminders on whiteboards outside their offices, highlighting the importance of regular PQ practice for athletes and teammates.



The implementation of the PQ operating system has proven crucial in reversing the demoralizing effects of the teams' losing streaks.

Pam Reyes's coaching skills exemplify how incorporating PQ mental fitness skills helps organizations better navigate challenges and grow from difficulties.

Join the Discussion

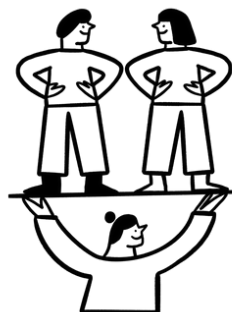
*About PQ Powered Competitive Sports
and Grow Your Coaching Business*

Envision a world of sports with minimum interference from Saboteurs—an arena where athletes experience a state of stress-free wellbeing and peak performance. Picture a scenario devoid of disruptive elements like anger, trash-talking, cheating, eating disorders, addictions, and concealed mental health challenges lurking beneath the facade of relentless pursuit of victory.








If you're a coach dedicated to cultivating a resilient mindset and mental toughness in the competitive world of sports, we invite you to engage in a meaningful dialogue, share your insights and experiences, and connect with fellow members of our community who are actively involved with athletes, sports coaches, and sports executives.

Please fill out [this form](#) to express your interest.

Let's foster an environment that promotes holistic well-being and sustainable success in competitive sports.



December 2023

Monday	Tuesday	Wednesday	Thursday	Friday
4	5	6  Advanced PQ Coach Session	7  PQ Coach Pods	8
11	12	13  Live Grow Session	14  PQ Coach Pods	15
18	19	20  Advanced Biz Dev Session	21	22
25	26	27	28	29
January  Happy New Year!	2	3  PQ Coaching Application Session	4	5

All event dates are listed in Pacific Time zone.
 Please refer to pages 19-23 for event details.

Community Calendar

Grow Session



Live Grow Session on Self-Actualization

Date: Wednesday, December 13

Time: 11am - 12pm Pacific

Location: [Zoom Link](#)

Webinar ID: 848 1500 5453

Passcode: Dec2023

Open to Grow members

We look forward to our next LIVE session where Shirzad will address a topic that is meaningful and important for so many: How can I use PQ to support me in becoming everything I am capable of becoming so that at the end of my life, I feel no regrets?

In this session, participants will learn how to:

- Expose the biggest lie you tell yourself about self-actualization.
- Reveal how you sabotage your own self-actualization.
- Discover what you need in work, life, and relationships to feel self-actualized.

What you need to know:

- Coaches must inform their clients of the date, time, and link. Positive Intelligence does not email your clients with these details.
- Please look for the email you recently received with the upcoming Live Grow Session details, including event details to share with clients.

**Pro
Grow Tip!**

Live Grow sessions are open to all Grow members,
both coaches and clients.
All times listed are Pacific Time.

Advanced



PQ Coaching: Self-Actualization

Date: Wednesday, December 6

Time: 8-9:30am Pacific

*Open to Advanced PQ Coach Members
(6+ months in PQ Coach membership)*

PQ Coaching: Productivity

Date: Wednesday, January 3

Time: 8-9:30am Pacific

Open to Cohorts 1-15 PQ Coach Members

PQ Coaching Session on Self-Actualization

Wednesday, December 6 at 8am PT

Please watch the Self-Actualization recording in the module area of the app **BEFORE** the session ([PQ_app](#) > Modules > Grow > Self-Actualization). We will quickly review the content and primarily focus on Q&A and how to have the deepest impact on your clients using this content. The same topic will be covered in the December Grow session. Please extend an invitation to your Grow clients so they can also experience this content!

January PQ Coaching Application Session on Productivity

Wednesday, January 3 at 8am PT

The first live Application Session of 2024 will be held on the first Wednesday of January. Please watch the Productivity recording in the module area of the app **BEFORE** the session ([PQ_app](#) > Modules > Grow > Productivity). Cohort 1 - 15 coaches are welcome to join this session. [Read about our Application Session announcement](#)

Refer to the [Learning Hub](#)
or your AddEvent calendar for Zoom link details.
All times listed are Pacific Time.

Advanced



Business Development: Design Your PQ Product Offering

Date: Wednesday, December 20

Time: 8-9:30am Pacific

Open to Advanced

PQ Coach Members

(6+ months in PQ Coach membership)

Design Your PQ Product Offering

Wednesday, December 20 at 8am PT

As part of your Irresistible Offer, you and your client must be clear on the product you are offering. In this session, we'll use the Innovate power to focus on designing your unique PQ Program offering that will be irresistible to your niche. Will your program include the PQ Program and Grow? Will you combine the PQ Program with an existing program you offer your niche? Will you be offering one-on-one or group coaching, or both? Would you prefer to establish a quarterly, six-month, or annual program?

Once you've decided what's best for you and your niche, we'll help you package up your program so that it's an even more irresistible product. We'll also briefly touch on how best to price your product offering once it's designed and provide specific examples so you're clear on what is included in your unique PQ product.

The final step of the session will be to present your draft PQ product offering in small breakout rooms to test out just how clear, concise, and irresistible it truly is. So no matter where you are on your PQ product offer journey, this session will help you begin the new year with the most irresistible product offering yet.

While there are no prerequisites to this session, you are highly encouraged to watch [Your PQ Program](#) so that you join this session with some fresh, top-of-mind examples of how three successful coaches each packaged up their PQ product.

Community Calendar

PQ Coach Pods



Thursdays

December 7, 11am & 9pm Pacific

December 14, 11am & 9pm Pacific

December 21, NO SESSIONS

December 28, NO SESSIONS

January 4, 2024, NO SESSIONS

[Register for 11am here](#)

[Register for 9pm here](#)

Open to all

PQ Coach Members

PQ Coach Pods is an optional feature to help membership coaches enhance their skills. Every Thursday, we offer two live sessions where coaches join in a Pod discussion and then use what they've learned to put their coaching skills into action. **The workshops are an hour long and require you to complete pre-work before each session.** All videos are found in the Learning Hub.

Please plan to arrive on time, be present for the entire session, participate actively (no passive listening), and be in a quiet, private environment where you and your pod-mates can safely be vulnerable.

Upcoming PQ Coach Pods sessions will focus on the following:

December 7: 7 PQ Coaching Steps [Session pre-work](#) and [Session pre-work](#)

December 14: 7 PQ Coaching Steps [Session pre-work](#) and [Session pre-work](#)

December 21: NO SESSIONS TODAY

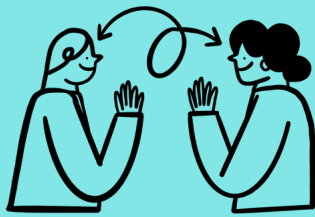
December 28: NO SESSIONS TODAY

January 4, 2024: NO SESSIONS TODAY

Refer to the [Learning Hub](#)
or your AddEvent calendar for Zoom link details.
All times listed are Pacific Time.

Community Calendar

Practice Sessions



Business Development Practice Sessions and Coach Success Mini-Sessions

Dates: Varies

Times: Varies

*Please note *NEW* times available to serve multiple time zones better*

Open to all

PQ Coach Members

Four Pillars of Business Development Practice Session

This is the call to refine and work on four Pillars of Business Development - Niche, Irresistible Offer, Generating Appointments, and Converting Appointments. Please note that there will be homework for this session – look for a follow-up email after you register.

Coach Success Team

The Coach Success team, including Coach Success Specialist Ranya Williams, has a dedicated calendar for scheduling practice sessions. In addition to Business Development Practice Sessions, special topic mini-sessions are available for PQ Coaches, including Seat Management Mini-Session and Certification Mini-Session.

**Visit the
[Coach Success Team Calendar](#)**

Need to work on your pillars of
Business Development?
Visit the [Learning Hub](#) to get started.

Happy New Year!

PLEASE NOTE:
The January edition of the
PQ Coach Newsletter
will arrive in your inbox
on Tuesday, January 9, 2024



Stay tuned for more great news in 2024!

Welcome New PQ Coaches!

Congratulations and hello as our Cohort 16 coaches begin their PQ Coach journey.

Connect with fellow coaches from all cohorts in the PQ app community, where you can share ideas and gather insights. Together, we are committed to making a difference in the world.



Welcome Cohort 16
to PQ Coach!

December 2023



PQ Coach Member Newsletter



We hope you enjoyed this month's newsletter.
Use this form to share your feedback/suggestions:

[Feedback/Suggestion Form](#)

Explore previous issues of the PQ Coach Newsletter

[November 2023](#)

[October 2023](#)

[September 2023](#)