



# ELEVATE COLLECTIVE

WITH **THE COACHING REVOLUTION**

Elevate Your Public Sector Coaching Business



ICF Accredited Diploma In  
Marketing For Coaches



For qualified coaches with a public sector background



**THE COACHING REVOLUTION**

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## Programme Overview

### Purpose

The Elevate Programme is designed to equip coaches with the tools, knowledge, and strategies to engage effectively with public sector organisations. The programme focuses on helping coaches market their services to public sector professionals, navigate organisational dynamics, and meet the specific needs and challenges of this unique sector.

### Key Objectives

1. **Teach coaches** how to market directly to public sector professionals while aligning with organisational priorities and values.
2. **Provide tools** to address stakeholder concerns, including cost, ROI, and internal resource alternatives.
3. **Help coaches establish credibility** within the public sector by understanding its unique challenges and opportunities.
4. **Equip coaches with strategies** to navigate procurement processes and tendering specific to the public sector.
5. **Build coaches' confidence** in delivering impactful coaching aligned with public sector objectives and structures.

Any questions? >>



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## Key Features

- **Sector-Specific Focus:** Tailored guidance for engaging public sector clients and navigating their unique organisational structures.
- **Tangible Tools and Resources:** Includes templates for proposals, procurement guidance, and communication strategies aligned with public sector priorities.
- **Scaffolded Learning:** Breaks down complex processes, such as tendering and procurement, into actionable steps.
- **Unlimited Support and Accountability:** Continuous guidance ensures participants overcome challenges and stay on track.
- **Real-World Application:** Emphasises practical tasks and implementation, preparing coaches to succeed in the public sector.

## Outcomes

Participants will leave the Elevate Programme with:

- A clearly defined strategy for engaging public sector clients.
- Tangible tools to address procurement processes and stakeholder concerns.
- Confidence in navigating tender portals, supplier lists, and public sector dynamics.
- Practical skills to build long-term, impactful relationships with public sector organisations.
- A sustainable coaching business model aligned with the values and priorities of public sector clients.

Any questions? >>



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## Alignment With Our Mission

The Elevate Programme aligns with The Coaching Revolution's broader mission to get the world coached by teaching coaches how to market comfortably, effectively and ethically.



Any questions? >>



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## The Five Elements

### 1 - Mentoring

This programme is taught in a 1:4 group, by coaches who are our alumni and are working with the public sector. They continue to actively market and build their businesses.

### 2 - Foundations For Business Success

10 topics for ensuring that your success is comfortable and achievable.

### 3 - InCrowd

Our vibrant, supportive community. This is where you'll find coaches to collaborate with, and celebrate with. They will become your colleagues and your daily points of contact.

### 4 - The Vault

Our online repository of more than 450+ hours of recordings of all the additional classes we've delivered over the last 7 years. There are also AI prompts, contracts, Canva templates and much, much more.

### 5 - Action Learning Sets

When you have reached a predetermined milestone in your journey with us, you'll be invited to join a closed group for 4 x Action Learning Sets to help you maintain momentum.

### ICF-accredited diploma in marketing for coaches

There are no written essays or formal assignments to complete in our programmes. Instead, evidence of learning is demonstrated by implementation of what's taught. This means you demonstrate learning by actively marketing.

## Mentoring Element

**The Elevate Programme consists of 10 structured sessions tailored to the complexities of the public sector environment:**

1. **Foundations:** Define the Ideal Client Avatar (ICA) for public sector clients and understand their unique challenges.
2. **Understanding Public Sector Needs:** Deepen insight into public sector professionals' "3am problems" and their organisational context.
3. **Becoming Visible:** Develop messaging that resonates with public sector clients and introduces the Keynote Narrative Presentation (KNP).
4. **Refining Your Message:** Tailor the KNP to align with public sector values and create clear, empathetic communication.
5. **Finding Opportunities:** Explore pathways to public sector clients, including networking, referrals, and speaking engagements.
6. **Navigating Procurement Processes:** Understand the nuances of public sector procurement and how to create compelling proposals.
7. **Engaging Public Sector Organisations:** Learn to work effectively with tender portals, preferred supplier lists, and Requests for Proposals (RFPs).
8. **Building Relationships:** Maintain and strengthen client relationships, keeping communication warm and aligned with public sector priorities.
9. **Balancing Stakeholder Needs:** Understand and address the distinct needs of public sector clients and decision-makers.
10. **Creating Sustainable Engagements:** Turn one-time projects into long-term partnerships through ROI demonstrations and strategic follow-ups.



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## There is **NOTHING** like this anywhere else!

*Sarah is a passionate, driven, no bullshit or platitudes, heart of gold kind of person who works her ass off to make sure that you squeeze every last inch out of the investment that you make. She is determined to make sure that you succeed and genuinely wants you to be the best that you can be.*

***In a noisy market full of emperors new clothes salespeople, The Coaching Revolution and Sarah in particular, are refreshing.***



*Sarah has a huge passion about putting a dent in her often quoted statistic of how many coaching businesses fail. She really is in it for you and her enthusiasm for the process is infectious.*

*The attention to detail and breadth of scope of the materials within the programme is phenomenal. Anything you might have thought about is covered, along with a very large number of topics you may not have done.*



*The Coaching Revolution is the missing link that helps you turn all the thinking you're doing and frustration your feeling melt away into focused step by step action. It does this by deeply understanding the process coaches go through on the course and putting support mechanisms in place so that you don't fall off the wagon!*



Any questions? >>



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## Foundations For Business Success Element



### **Foundations For Business Success**

10 x 1 hour classes covering related business topics. Watch all 10 as part of the ICF qualification.

-  Resilience, Patience, Persistence and Curiosity
-  Entrepreneur -v- Employee Mindset
-  Getting Started With Canva.com
-  Time Management
-  The Structure Of A Sales Call
-  Pricing & Packages  
(developing and pricing coaching packages part 1)
-  Pricing & Packages (part 2)
-  The Money's in the List  
(the basics of email marketing)
-  Becoming Visible
-  How To Build Authority In Your Niche



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## InCrowd Element



### Incrowd

Our vibrant, supportive community, which includes the following:



#### Monday Night Live

An online weekly class – always related to growing your coaching business.



#### Weekly Accountability Call

Does what it says on the tin. Accountability makes the difference.



#### Daily Zoom Cafes

Informal cafe every weekday – it's like having colleagues again.



#### Co-Working Spaces

Two, 2-hour co-working sessions on Zoom. Improve your focus and get stuff done!



#### Peer-to-Peer Coaching Circle

Build your hours and get coached.

*“There was always someone available in the community to answer my questions, providing timely support and insights that have been crucial to my growth.*

*It was such a relief to have knowledgeable people to ask!”*

## The Vault Element



Recordings Of All The Live  
Training We've Delivered  
Over 7 Years!



### **Monday Night Live**

Weekly on a Monday since 2017 – all recorded and stored in The Vault.



### **450+ Hours**

Of coach-specific marketing training.



### **Available 24/7**

Access The Vault from wherever you are, on whatever device is most convenient for you.



### **Additional Resources**

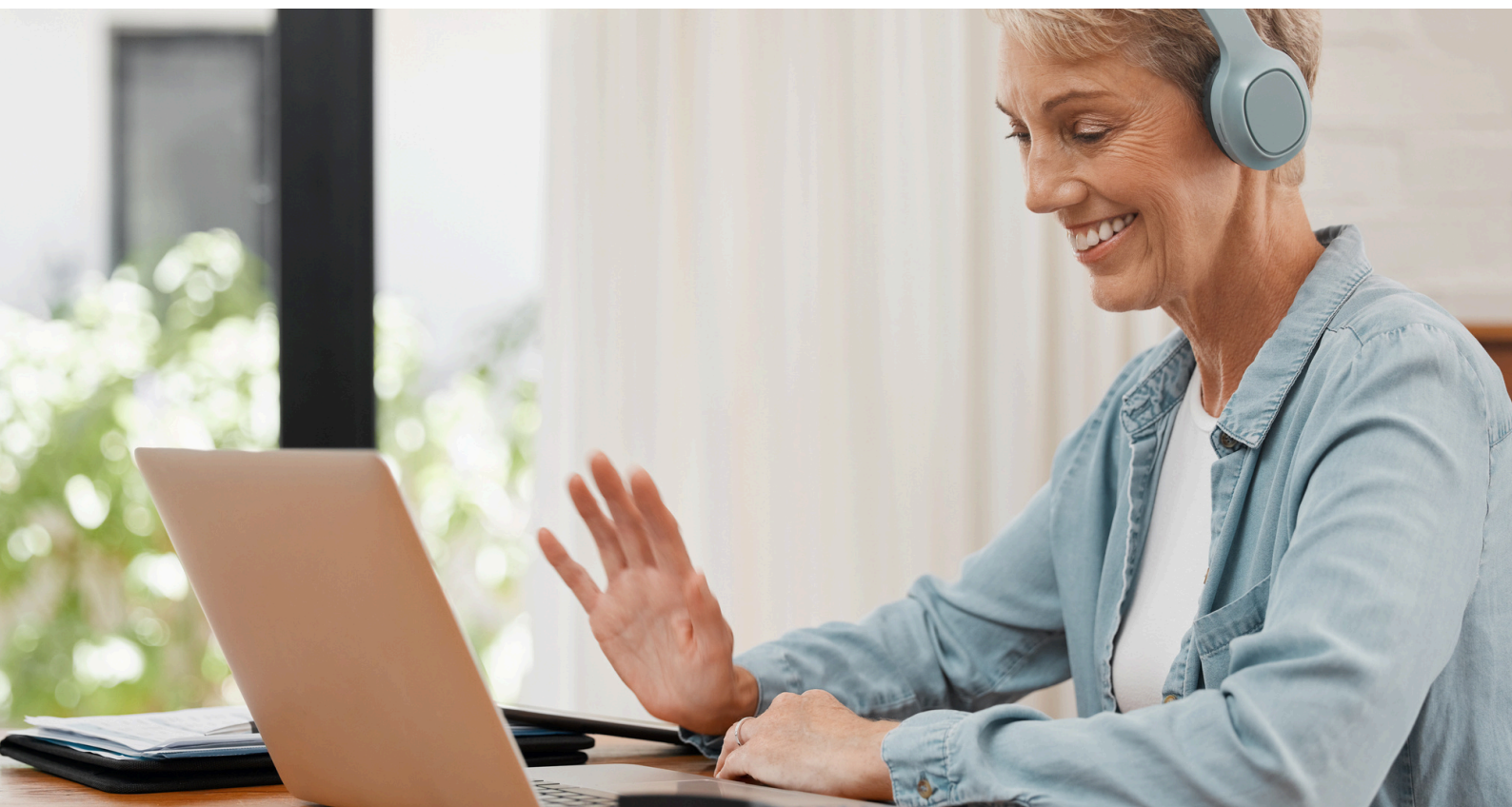
From one-hour deep-dive webinars, to micro 'how-to' video lessons, to templates for contracts, proposals – and much more.

*“Sarah is absolutely committed to seeing her mentees succeed, keeping an oversight on their progress, balancing compassion with forthright wisdom, while at the same time giving her mentors everything they need to do their jobs to the best of their ability.”*

## Action Learning Sets Element

As you reach each of four progress milestones, you will be invited to attend an online 90-minute Action Learning Set (ALS) with other coaches from across the entire suite of programmes.

Each ALS is specifically designed to keep you focused on your goal and to help you to overcome the challenges that arise as you market your coaching business.



*“Not only have I learned how to run a successful coaching business, I’m now part of a brilliant coaching community where the other coaches are not my competition but my peers. **Sarah’s straight talking is a breath of fresh air in a world of get rich quick schemes for coaches**”*



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## How It All Fits Together

NB: Mentoring session 1 isn't the start of the programme. The start is your onboarding.



12 MONTH PLAN



\*1:1 mentoring is more flexible in the timing of delivery

\*ALS - Action Learning Sets

Any questions? >>



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## FAQs

**Q:** Is the Elevate programme ICF-accredited?

**A:** Yes, all The Coaching Revolution programmes are ICF-accredited to ensure the high quality of our programmes.

**Q:** Will you teach me how to use LinkedIn and other social media platforms?

**A:** Yes, we teach everything that's required to market and build a coaching business.

**Q:** Do I need to have my target audience/niche sorted before I can join you?

**A:** No, you need nothing in place other than the willingness to learn

**Q:** Why does the programme last for a year?

**A:** We want to keep an eye on what you're doing with your marketing so that you become a confident, effective marketer.

**Q:** What happens after the year?

**A:** We have an annual membership, which means you can stay in our community for as long as you want to.

**Q:** Are there any hidden costs?

**A:** We teach low-cost and no-cost marketing techniques. The low costs might include networking (if relevant) and one or two important bits of software, the most expensive of which is a Canva pro account.

Any other questions? >>



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*If you are serious about setting up your coaching business this is the community to join. Sarah is passionate about what she does and has done all the ground work for you. She knows and understands coaches fears and challenges in getting started.*

*Sarah is a dynamo: always there, always improving the offering, always acting on feedback, and what she models actually works. It just works."*

**Elevate Group Programme**

**£4500 (inc VAT)**

(or 10 monthly payments of £450)

[Enroll Now](#)



Any Questions? >>



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*“The marketing programmes from The Coaching Revolution are excellent. Straightforward concepts, none of the bullshit promises of earning 6 figures in 2 minutes that you get from some other providers and lots of support along the way. **You get out what you put in**, and if you follow all the steps, you will get inbound enquiries and clients. **It works!**”*



*“When I joined The Coaching Revolution, I’d already tried a few things but I wanted more focused support targeted at my business . The Coaching Revolution has given me business development skills. It’s helped me grow in confidence and as a bonus I have a supportive community of coaches all going through the same.”*



*“Sarah is a subject matter expert and someone who will push you outside of your comfort zone to achieve things you didn’t think YOU could do. I would wholeheartedly recommend her. The Coaching Revolution community is special and not to be missed.”*



Any questions? >>



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