

BECOME A SMARTER COACH

Build a practice that achieves what you want it to.

One proven system for the whole business, depth behind every area, and a way to win the clients it is built for.

Your clients bring you the whole business. Are you ready for all of it?

Once an owner trusts you, the questions widen. You were brought in for one thing, and soon you are being asked about pricing, people, cash and delivery. Meanwhile you are winning your own work, building your own materials and doing it all on your own.

Problems you may recognise

- Clients ask about areas outside your own experience, and you stretch or refer them away.
- A full diary one quarter, an empty one the next.
- Years spent building a method and materials of your own.
- No one to call when a client, or a coaching relationship, gets difficult.
- Good work that fades once you leave, so your value is hard to show.
- Being paid for hours when your judgement is what clients value.

What SMARTer gives you

- 01 Confidence in every area a client brings you, with proven practice behind each one.
- 02 A client engine, not just a method.
- 03 A complete, structured system from day one.
- 04 A bench of specialists and fellow coaches to call on.
- 05 Capability that stays, measured against the owner's goals.
- 06 Your time spent on judgement and challenge, with tools doing the tracking.

You keep your independence, your name and your clients. SMARTer gives you the depth and the engine.

This suits you if

You already coach or mentor business owners, or are ready to. You hold or are working towards a coaching qualification. You like working systematically, to a shared standard, with supervision, and you would rather spend your time coaching than reinventing materials.

Not the right fit if

You are looking for a business in a box with guaranteed income. Nobody honest can promise that. Nor is it for anyone who prefers to work without structure, or who wants to do the work for clients rather than build their capability.

One structured system for the whole business, with proven practice behind every part of it.

Every SMARTer engagement uses the same map: ten key areas, each broken down into specific topics such as pricing, utilisation, delegation and cash flow. You and the client always know exactly where the work is.



Direction and leadership

Where the business is going, what success means to the owner, and how it is led.



Marketing

Who the business is for, what it is known for, and how it stays visible.



Sales

Turning opportunities into profitable work, without it all resting on the owner.



Clients

Keeping clients, doing more for them, and being recommended.



Service delivery

Where the promise becomes reality: quality, capacity and margin.



People

Roles, managers, delegation and succession.



Finance and commercial management

Understanding the economics of the business, and using them to decide.



Systems and technology

Whether the way the business works has kept pace with its growth.



Risk and resilience

What could seriously disrupt the business, kept practical.



Continuous improvement

Whether the business learns, and gets better on purpose.

The ten key areas are the map. The owner's goals decide the journey.

Every engagement works on the two or three areas that would make the biggest difference, never all ten. That keeps the work focused for the client, and means you never have to be an expert in everything at once.

How the system works for you

Coach by default. Mentor where your own experience adds something. Where neither of you has a reference point, bring proven practice. You always name the source, so the client knows which they are getting.

COACH

“What do you think?”

The default in every area. The answers lie with the owner.

MENTOR

“Here’s what I’ve seen.”

Your own experience, offered as one perspective to test, never as the answer.

PROVEN PRACTICE

“Here’s what good looks like.”

Practice that works in businesses like your clients’, in every one of the ten key areas.

Your own mode map

You map, topic by topic, where you mentor from experience and where you coach from proven practice. Honest about your background, credible across all ten areas.

Inside every Coach version

The evidence and its limits, a worked example with numbers, how to read the owner’s figures, a session design, patterns to listen for, warning signs and a way to measure progress.

The Engagement Standard

One quality bar for every engagement: diagnose before proposing, goals measured from the first session, visible progress by day 90, and a clear end point.

The practice library

Each practice card is two documents in one: a Client version in plain English for the owner, and a Coach version that carries you through an area outside your own experience.

Evidence graded honestly

Every card states how strong its evidence is. A card is released only when a competent coach with no background in the area could run a good session from it alone.

A specialist when one is needed

Clear hand-over rules for tax, legal and employment questions, so you keep honest limits without losing the client.

What every SMARTer coach works to

- The Global Code of Ethics, signed by the ABM and the EMCC.
- A written agreement with every client before work starts.
- Regular supervision and reflective practice.
- Professional indemnity insurance in place.
- No referral fees, so advice is never coloured by commission.
- Honest claims: no promises of revenue or results.

**The engagement is designed to end.
The capability is designed to stay.**

What you get as a SMARTer coach

Some of this is ready now. Some of it is being built, and founding coaches will help shape it. I would rather tell you which is which than oversell it.

A ready-made client offer

READY NOW

A clear route from a free first step to a lasting relationship, with published guide prices, so you never have to invent the next step.

Ten key areas review	Fifteen minutes online	Free
Discovery Call	Up to an hour on Zoom, no pitch	Free
SMARTer Business Review	Priorities and a first 90-day plan	From £750
SMARTer Programme	Six months on the priority areas	From £1,500 a month
SMARTer Mentoring	Keeping the capability in place	From £400 a month

The system and practice library

READY NOW, GROWING

The ten key areas, the diagnostic, the Engagement Standard and the practice cards with their Client and Coach versions. The library grows area by area, and you only claim depth where it already exists.

Training and supervision

BEING BUILT

An introduction to the system and the practice library, building your own mode map, and peer supervision with other SMARTer coaches.

A client engine

BEING BUILT

The review, sector pages, content and free quick cards that bring the right owners to you, plus the Discovery Call process to turn interest into conversations.

The bench

BEING BUILT

Named specialists for tax, legal and employment questions today. Over time, SMARTer coaches with depth in different areas, available to each other's clients.

Founding coaches

I am looking for a small number of founding coaches to work with the system alongside me, test the materials with real clients and shape how the network runs. Founding coaches join on founding terms, agreed individually and confirmed in writing.

Guide client prices, with no VAT to add. Coach terms are agreed individually and confirmed in writing. No income or results are promised.



Simon Hale

Founder, SMARTer Entrepreneurs

Thirty years in frontline commercial roles, including Oracle, Infor and Lawson, and three businesses built from scratch. I built the SMARTer System because I wanted one way of working that holds up in every area an owner brings to the table, including the ones outside my own career.

- ILM Level 5 qualified in coaching and mentoring
- Approved mentor on Help to Grow: Management
- Member of the Association of Business Mentors
- Working towards EMCC accreditation at Practitioner level

Where your experience runs out, proven practice takes over. Where both run out, a specialist does.

My promise to you

I won't promise you income, because nobody honest can. I won't sell you something that is not built yet. What I will do is give you a system I use with my own clients, tell you plainly what is ready and what is not, and build the rest with you.

Interested in becoming a SMARTer coach?

STEP ONE

Book a conversation

Half an hour on Zoom to talk about your practice, what you want from it and whether SMARTer fits. No pitch, no pressure.

OR START HERE

Take the ten key areas review

Fifteen minutes, free, online. See the system from the client's side before we talk.