



Strategic Coach[®] Company Biography

Making a plan for the future.

The Strategic Coach Inc. is an international organization offering practical thinking tools and support structures to help individuals create the personal and professional future they want.

A history of exponential growth.

Dan Sullivan and Babs Smith, who became partners in life when they married in 1986, partnered up again to create The Strategic Coach Inc. in 1988. Together, they've grown their business partnership into a team of over 100 employees, with offices in Toronto, Chicago, and the U.K., and have multiplied the company's worth more than ten times using the principles taught at Strategic Coach[®].

Greater freedom and success for entrepreneurs.

The company's main offering is the Strategic Coach[®] Program. This unparalleled series of quarterly workshops for successful entrepreneurs is offered across North America and now in the U.K.

In these workshops, entrepreneurs identify their greatest abilities and how they can use these talents to create the most value for their business. This awareness allows them to focus on their strengths and build a team whose skills complement and multiply their own. They also focus on strategizing how to grow their business without giving up precious free time or income. Most Strategic Coach[®] participants find this new focus greatly contributes to significant increases in their income and free time within the first three years of the Program. As well, team members and clientele experience enormous benefits from this increase in clarity and confidence.

Something for everyone.

Strategic Coach[®] also offers programs for teams, spouses, and young adults based on its proven concepts and straightforward tools. And the company's Knowledge Products — practical books, audios, and software for sale to the general public — offer everyone the opportunity to connect with their goals, magnify their confidence, and unlock their future.



Strategic Coach® Quick Facts

- Dan Sullivan and Babs Smith founded Strategic Coach® in 1982.
- Strategic Coach® incorporated on April 5, 1988, in Toronto, Canada.
- The first workshop was held in Toronto on November 15, 1988, with six entrepreneurial clients.
- The first workshop in the United States took place November 15, 1991, in Chicago, Illinois.
- Toronto is home to the head office of Strategic Coach®, with a second office located in Chicago and a third in the U.K.
- Strategic Coach® currently employs 123 people in the Toronto, Chicago, and U.K. offices, 15 of whom are related.
- Along with the flagship Strategic Coach® Program, we have additional workshops available for team members and spouses of clients, and also for young adults.
- Outside of Toronto, Chicago, and the U.K., Strategic Coach® also holds workshops in Los Angeles and Atlanta.
- Dan and Babs really do practice what they preach to our clients: They take 14 weeks of vacation each year!
- Dan reads up to seven newspapers every day.
- Employees of Strategic Coach® receive six weeks of paid vacation per year.
- Strategic Coach® has an employee-directed charitable giving program that donates CA\$150,000 each year to various charities.



Biography

Dan Sullivan



As a pioneer in the field of entrepreneurial coaching, Dan Sullivan has been helping “the best get better” for over 30 years. With great wit and an uncanny insight, he has coached thousands of top entrepreneurs, showing them how to make their lives simpler and more enjoyable while exponentially multiplying their business results.

Dan’s early experience was in communication and design, performing such roles as USO entertainment organizer during the Vietnam conflict and creative director at Baker, Lovick, & Co. advertising agency. This natural inclination, along with his talent for asking transformative questions, led him to become a much-sought-after and entertaining speaker and coach. These experiences have added great depth to his ongoing creation of visually appealing and easy-to-use thinking and planning tools.

In 1982, Dan met Babs Smith and immediately realized the benefit of a personal and professional partnership with her. They were married in 1986, and then in 1988, they created The Strategic Coach Inc. To date, more than 10,000 entrepreneurs from around the globe and from over 60 different industries have benefited from the collective wisdom of the company’s Strategic Coach® Program.

Dan is author of over 30 publications, including *The Great Crossover*, *The 21st Century Agent*, *Creative Destruction*, and *How The Best Get Better*®, and co-author of *The Laws of Lifetime Growth* and *The Advisor Century*.

Dan lives in Toronto with his wife and business partner, Babs Smith.



Biography

Babs Smith



Co-founder and CEO of The Strategic Coach Inc., Babs teamed up with Dan Sullivan to develop the Strategic Coach® Program in 1988. A master at creative strategizing and team building, Babs directs business operations for Strategic Coach® and leads a team of over 100 people.

Babs's talents encompass every aspect of the business, from the overall direction of the company to the evolution of the Program itself. Her creativity and insight are evident in the company's cooperative, team-oriented environment and in the unique experience created for clients and associates. These contributions are key to the success of the Program and the future growth and direction of the company.

An entrepreneur since 1972, Babs owned a successful private practice in holistic health in Toronto and maintains a great interest in this area today. Born and raised near Detroit, Babs resides in Toronto with husband and business partner, Dan Sullivan.



Biography

Catherine Nomura



Since 1998, Catherine Nomura has been focused on identifying and shaping new growth opportunities for Strategic Coach®, first as Director of Marketing, and most recently, as Director of Business Development. She joined the company because she was attracted by the work it was doing to help entrepreneurs build bigger futures around their unique talents and passions.

This move was a natural evolution of her desire to learn how individuals could grow in a way that honored their values, unique experiences, skills, and knowledge. Before joining Strategic Coach®, Catherine studied and worked with organizations that provided support and financing for poor entrepreneurs in developing countries to grow their businesses. She has also worked in the financial services industry in Canada.

Her main objective since joining Strategic Coach® has been to bring the company's unique tools and wisdom to wider audiences in strategic ways that also contribute to the growth of its core coaching business.

Catherine holds a master's degree in political economy of development from the University of Toronto and an MBA with a specialization in entrepreneurship from the University of Victoria.

Outside her work with Strategic Coach®, she continues to consult with social entrepreneurs around the world, helping them turn their visions into realities.

Catherine is co-author of *Unique Ability®: Creating The Life You Want*, editor of the *Creative Destruction* series for financial advisors, and co-author of the book, *The Laws of Lifetime Growth* with Dan Sullivan.



Biography

Shannon Waller



Shannon Waller is a valuable team member at Strategic Coach®, having started in 1991 as one of the first salespeople for the Strategic Coach® Program, and then leading her own Strategic Coach® sales team. She is continually expanding her abilities and roles within the company, playing a key part in the company's direction and growth.

Shannon is the creator of the Strategic Coach® Team Programs, companion workshops to the Strategic Coach® Program. These are team-member-specific workshops designed to help teams integrate the Program insights into practical strategies for improving teamwork and company success. She also developed the successful Strategic Assistant® Teleseminar Series, which offers direct assistants of Strategic Coach® clients first-hand knowledge about the key concepts of the Program.

Shannon is also instrumental in designing many of the Strategic Coach® Program workshops and materials. This gives her profound knowledge of the thinking behind these tools and, combined with her years of experience working with entrepreneurs and their teams, makes her a dynamic and supportive speaker and coach.

In 2003, Shannon co-authored the book *Unique Ability®: Creating The Life You Want*.