

CARPE WORLD



Inspiration...
Motivation...
Results...
Smarter...
Faster...
More Effective...

Achieve your goals in just... **7 minutes a day**



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Why?

Because more than ever before, getting better results is on the mind of every business on the planet.

There has never been a more important time in recent history for individuals to be able to achieve more for less. And we all know how less can be more. Enter Carpe World Coaching International. A personal performance company with just three offerings. Each one designed with two key factors in mind - time and value.

What?

Our signature product is called Carpe Diem.

This is based on a daily 7-minute call four days a week and a weekly 16-minute call once a week. That's 44 minutes each week of highly focused and outcome-driven coaching using cutting-edge tools and sports psychology amongst other techniques to help the individual achieve results that they would never have contemplated by working on their own. Results are tracked on our very own specially created software package *Goaltrak*.

How?

With our rigorous selection, assessment and training of business coaches with the appropriate experience, we are able to deploy our signature coaching system in monthly packages.

The minimum period is 20 business days which equates to a calendar month, and there is no maximum time frame. We have companies who have been using us every business day for over a year now.

The coachee will call in at an agreed time each morning (sometimes this can be after 5pm) to their own assigned personal Carpe Diem coach. In the seven-minute call, three goals are agreed for the day ahead. These are a *Key Goal*, a *Reluctant* or secondary goal and a *Champagne Goal*. Results are tracked and made available to their organisation, though the content of each call is completely confidential.

In addition, media is made available to the coachee via e-mail. These are video, audio and text files as seen appropriate to send by the Carpe Diem Coach.

At the end of each month there is a Carpe Diem *Coaching Brief* that summarises the individual's results. This may be made available to the company and/or the individual's manager if appropriate.



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Great uses for Carpe Diem...

We have created strategic alliances with companies, in some cases other coaching companies, to use Carpe Diem as part of their overall coaching and sustainability strategy. Carpe Diem has been utilised by Katalyst Consulting extensively already, and made a high impact on results for companies like *Dairy Crest*, *L'Oréal*, and *Energizer*.

The process may also be used in place of workshops when budgets are tight, and indeed is the perfect way to achieve more in just about any human endeavour. The reason this is possible is because the business has also created The Carpe Diem Academy where coaches are not just trained in the signature process, but also in any specialisation that's essential for a certain project. Recently we have aligned with Priority Management North and working with the company are now accrediting Carpe Diem Priority coaches who will be available to those coming through Priority workshops.

Our Other two Offerings

1. Carpe Diem *FireStarter*

There is a whole array of opinions around the nature and benefits of neuro-linguistic programming. Many find it uplifting and beneficial in their personal development. Others attend workshops and invest heavily only to come away with very little.

Enter *FireStarter*.



CARPE WORLD
FIRESTARTER

This is a fully accredited Practitioner and Master Practitioner programme for those who truly want to get to grips with NLP, whether they have already qualified or not. *The big difference comes from the showcase delivery by experienced Masters of NLP, an invaluable workbook, Mp3 audios and Mp4 videos that accompany the workbook, and sustainability through 20 days of Carpe Diem - all of which is included.*

The Practitioner Programme is held in the UK over 2 plus 3 days (total 5). The Master Practitioner is also held in the UK but only twice a year. Our signature Master Practitioner 5-day workshop is held in a warm climate outside the UK, and travel and hotel expenses are included.

2. Carpe Diem *Shadow Coaching*

Based on the signature system, this more extensive package includes an initial Insights Profile with a full interpretation of the findings which are then linked to the coaching along with monthly face-to-face sessions for 2 hours 10 minutes.

There is also unlimited e-mail access to your personal coach and more extensive written reporting. Daily written reporting is extended and there are also detailed weekly reports.

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The Questions People Ask Us

For most of the world's traditional coaching fraternity, the idea of a daily 7-minute call is quite a strange idea.

Unusual or not, it works. And the secret is in the template or the dynamics of the telephone path that's been designed to sit behind it. If a coach was to attempt to coach someone for 7 minutes a day using traditional methods without a special goal-tracking device and without originally created *infomedia*, the results are unlikely to be very satisfactory. We know. We've tried it!

In the world of optics over thirty years ago, prescription glasses were produced within 7-10 days. Today there's *Vision Express* - your prescription glasses within sixty minutes. Most gyms allow members to come and use the equipment of their own accord unsupervised where the average time spent in the gym is one hour twenty two minutes. The alternative is companies like *Bodyzone* who offer you one-to-one training twice a week at just **15 minutes** a session. Their approach, unlike traditional gyms, has made local and national newspapers with some quite staggering results.

You could say... *Inspiration... Motivation... Results... Smarter... Faster... More Effective!*



More Specific FAQs

How do you get benefit from just 7 minutes of coaching?

You will be very surprised how long 7 minutes really is. We manage to put a great deal in this trim time frame, and since it's every day Monday to Friday, the build during the week creates great leverage. A common comment we've received is something on the lines of... "Less really is more..."

Why not have a longer call?

Before we settled on 7 minutes, we tried 5, 6, 8 and 12. It's also a balance between a reasonable period and human attention span. In the final pilot, it was discovered that 7 minutes got the best results from people. Five minutes was too short, while twelve minutes was unnecessary.

We do also have 16-minute Strategy calls but only once a week.

Can I choose my coach?

No as a rule. However, if there is a clash of personalities, which is always possible in any human interaction, we would seek to connect you up with an alternative coach. A good working relationship is naturally very important.

I'm an experienced business coach. How could I use this system?

Come and talk to us. Initially call Katrina Wood – details on the Contact Us page. You would have to be experienced and exceptional as we have very high standards as well as very rigorous Coach the Coach with challenging assessments.



How much is it for a month's Carpe Diem coaching?

This depends on a number of factors. Contact us for a swift answer.

How many people need to be coached to make it worth your while?

One. Provided the person is serious about their success.

Any hot tips to get the most from the system?

Prepare thoroughly before your first call, and ring on time. Know what you want to get from the process and ensure your coach has this information. Be prepared to be stretched and challenged. Be open to change, and aware of any potential paradigms you harbour.

Is it a bit like a call centre for personal development?

Hopefully you will soon realise that it's nothing like this! All our coaches work from their individual home offices, and the support can only be offered by someone with experience as well as very special know-how.

What's the best time period for Carpe Diem to be successful?

A minimum of 30 days. Interestingly, in this period new habits can be formed. The fact is, there is no maximum period, and many clients have committed to ongoing coaching until such time that they feel they want to stop.

How quickly could we get Carpe Diem working in our business?

We have a fast start process. Make this known when you contact us. We'll pull out all the stops. Remember that although we mainly deal with business people and performance, we can and do work on other projects. Sometimes we work with the company to acquire the knowledge in order to support those who need it.

How are results tracked?

By a specially designed piece of software – The Carpe Diem tracker system, Goaltrak. Simple yet also designed to be highly effective whilst also being inspirational.

What's the value of media being sent to me?

This is additional value we bring to your development. These snippets come in the form of audio, visual and text 'rapides'.

How challenging will it be?

As challenging as you are up for. A lot depends on what you want to achieve in what time frame. We are geared to stretch you and support you outside your comfort zone.

Do I really need a daily call?

This is a very new concept we've invented. And it really does work. If you liken it to the value a brisk walk or jog would bring to you – would aerobic exercise work better weekly or daily?



A Delegate's Case History

"I loved the Katalyst workshop but I was a bit unsure of Carpe Diem. I thought to myself – why do I need anyone to list 3 goals and then go off and achieve them each day?"

Gina Thompson is a regional business manager for a well-known retail business in the UK. She's 33, married with a daughter, been with the company since she was 25 and feels she has achieved a great deal so far. She's ambitious, loves her work and sees herself as highly self-motivated.

"So I rang up on day one and was greeted by my Carpe Diem coach who did a rapid overview of the process. The call went really fast and I was surprised how useful it was through the underlying coaching going on. When I put the phone down an e-mail came in confirming what we'd just agreed for the day which also included a couple of coaching comments. The penny dropped.

This was much more than simply listing 3 goals! It occurred to me that although I believe I do this all the time - thinking about goals I need to achieve and then list them in my head - the problem is that very often this is as far as it ever goes. Either I forget to write them down or, more commonly, I simply don't follow through quickly enough.

After my first week of Carpe Diem I scored 77% which infuriated me. I saw other scores from colleagues either side of me and thought – I'm just average!

The following week I got the score up to 83% and was third from the top. I found Carpe Diem fun, a great way to set up the day, and also the coaching that underpinned the system gave me a real buzz.

I can say hand on heart, that I did achieve more than I bargained for after the workshop. It opened up my mind to new ideas and helped me achieve real results. Carpe Diem was a big factor in this happening."

A Manager's Case History

"Very interesting was my first thought when I received a breakdown of my people and their 3 goals. I had never seen something like this before from my team. I refer to the way it's presented... as normally I have the odd chat here and the odd conversation or text there. This really pulled things together for me in a way I wasn't expecting."

Mark Barber is a divisional manager for a large FMCG based in the UK. He's 42 and been with this company for 2 years.

"Following the workshop with Katalyst I was intrigued by the Carpe Diem idea. It sounded too simple to yield anything particularly useful – but I was pleasantly surprised.

What I soon found were trends I was not fully aware of which included bad habits in my team. One person not ringing on time and missing the odd call for example; another person sometimes stating some pretty amazing goals but being distracted each day and hitting none of them. These are two simple observations and, with the help of the Carpe Diem coach, we worked on what needed to be done.

I can say that no one thought the process was in any way negative, and everyone got something from it, even if only some stark evidence of where they needed some additional support.

It would be really good to run Carpe Diem when we are doing important projects where timing and the hitting of key targets would make all the difference."



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Testimonials

Not sure to start with. Then I had a few light bulb moments and realised how this simple idea does make a big difference in goal achievement and personal effectiveness. I loved receiving the infomedia.

Bernard Shannon, Commercial Director, Energizer

After trying it I was hooked... and keen to share it with others in my organisation. The results have been impressive and impactful.

Andy Collins, Director, Dairy Crest PLC

My excellent experience of Carpe Diem has made me realise my sales team need it now...

Jon Arnold, General Manager, L'Oréal Thailand

'Carpe Diem' is a very apt name for what was thoroughly enjoyable as well as stimulating and stretching. What a great new concept in coaching.

Maria Murtoniemi, Learning Product Manager, Nokia Switzerland

"I have an ongoing arrangement to call my coach each business day. The focus this brings and the opportunity to kick ideas around is invaluable, especially as the buck stops with me".

Ben Hoelke, Round Solutions, Frankfurt, Germany

Strategy Team. The creativity and out-of-the-box thinking has made a huge impact on the direction of the business and its current success".

Michael Bell, CEO, Results Financial

"Concepts, ideas as well as great tools and techniques. My coach has brought a lot of value to what I do and the way I do it".

Sandro Forte, CEO Forte Financial

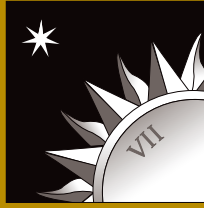
"Telephoning my coach each and every morning helps to align my thinking and strengthen the all-important commitment to my goals. I also like to be challenged when appropriate".

Dawn Collins, CEO, PerformanceWise

"I see my coach as a strategic part of our "There's no doubt in my mind that half of what I am doing right now, and the breaking of new ground is as a result of regular coaching. As a result, the future looks very exciting".

David Hale, IFA





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