GCG

Global Coach Group
Lead for Good

The Coach's Roadmap to Success: READY, SET, GO

For Leadership Coaches Who Want to Build a High-Impact, Sustainable Coaching Practice



www.globalcoachgroup.com

Introduction

Coaching Success Is a Strategic Journey

Many leadership coaches begin their practice with a passion for helping others grow. But passion alone doesn't build a sustainable business. To thrive as a leadership coach, you need a structured approach that cultivates credibility, clarity, and commercial awareness. More than that, you need a roadmap that helps you build a business that delivers measurable results—not only for your clients but also for your own growth and reputation.

This roadmap is designed for both aspiring and transitioning coaches looking to build a sustainable, results-driven coaching business, as well as experienced and well-established coaches who want to amplify their impact, refine their focus, and scale their results success with confidence and clarity. Grounded in principles that prioritize measurable outcomes over opinions, it ensures relevance and credibility at every stage of your coaching journey.

These guiding principles are drawn from ***Triple Win Leadership Coaching*** by Will Linssen, which emphasizes three core pillars of success: helping leaders become more effective, improving team dynamics, and driving organizational performance with a 95% success rate. Together, these outcomes define the "Triple Win"—a measurable, evidence-based framework that differentiates successful leadership coaches from the rest.

The journey to coaching success unfolds across three key phases.

More information on the next page.

Introduction: Coaching Success Is a Strategic Journey

READY

This phase is about establishing your professional foundation. You define your coaching identity, clarify your value proposition, and build credibility. It includes crafting your coach profile, defining your target audience, and completing professional training. Think of this as the preparation stage for long-term success.

SET

In this phase, you prepare to go to market. You define the structure of your coaching services, organize your delivery, and build a digital presence. This phase ensures you have the systems, resources, and messaging in place to begin engaging clients with professionalism and confidence.

GO

Here, you amplify your visibility. You actively promote your services, generate leads, and expand your visibility through intentional outreach and confident messaging. At this stage, you're strengthening your credibility as a coach—showcasing client results, testimonials, and professional endorsements—while simultaneously working to establish yourself as a thought leader through content, speaking opportunities, and recognized accreditations. This is the point where your preparation and structure translate into momentum, turning you into a visible, sought-after expert in your space.

Each phase requires specific types of investment: time, financial resources, and often, support from mentors, peers, or subject matter experts.

This roadmap has been proven to work for many coaches and gives you the opportunity to shorten your learning curve from years to months—accelerating your runway to success and helping you build a coaching business that delivers value for clients and fulfillment for you.

READY Lay the Groundwork for Coaching Success

Before you market your services or coach clients, it is critical to invest in a clear professional identity. The "Ready" phase is about defining your brand, reinforcing your credibility, and aligning your services with the real needs of the clients you aim to serve.

1 Build Your Coach Profile

Why It Matters

Your coach profile is not a resume-style biography—it's your professional pitch to new clients. It should provide credibility with decision-makers and often determines whether you'll even be considered for a coaching opportunity at all. Unlike a resume, which reflects the past, your coach profile must position you as a trusted service provider with relevant expertise and a compelling value proposition. It should articulate how you help leaders grow, teams perform, and organizations achieve results.

Think of it the way companies evaluate external consultants or leadership development vendors—they're not just looking for credentials, but for proven capabilities to solve problems in their complex environments. Your coach profile needs to answer the unspoken client question: "Why should we trust you with our leaders?"

A strong coach profile communicates this with precision and professionalism. It's not just an introduction—it's a strategic differentiator that helps you stand out in a crowded market.

What It Includes

- A compelling, short-form value proposition that explains who you help, how you help, and the outcomes you deliver
- Professional background that shows leadership experience, industry familiarity, and contextual credibility
- Coaching specializations (e.g., strategic leadership, team development, communication improvement)
- Methodologies and certifications, especially if backed by credible organizations like ICF or GCG
- Testimonials, results-based metrics, and third-party endorsements that validate your claims

More information on the next page.

READY 1. Build Your Coach Profile

How to Do It Well

Use a professional guide like the **GCG Coach Profile Writing Guide** to craft a profile that not only informs but also inspires confidence. Make sure your messaging is consistent across platforms, especially on LinkedIn and your website.

Outcome

You gain a professional identity that builds trust, increases your chances of being invited to meet with potential clients, and becomes the foundation of your personal coaching brand.

GCG Example

GCG coaches receive structured support to build a professional coach profile that reflects their value and credibility. Through GCG certification programs, coaches access expert-written templates, peer feedback, and a profile writing service to help position themselves effectively with HR and business leaders—all aligned with the Triple Win coaching methodology.

2 Identify Your Target Client Audience

Why It Matters

One of the most common missteps coaches make is believing they can coach "anyone." In reality, clients look for coaches who understand their specific context. Your services become valuable when they are relevant—and relevance is determined by your ability to speak to the lived experiences and challenges of your clients.

Better Framing

Shift the question from "Who can I help?" to "Who wants my help, and sees me as credible based on my background and experience?"

What to Define

- **Company Size:** Are you focused on leaders in enterprise environments (500+ employees) or smaller, high-growth firms?
- **Function:** Do you specialize in working with HR professionals, business unit leaders, or senior subject matter experts?
- **Seniority**: Are your main clients at the director, VP, or C-suite level?
- **Professional Maturity:** How many years of leadership or industry experience do they typically have?
- **Visibility and Engagement:** Are they active on LinkedIn or involved in professional networks?

More information on the next page.

READY 2. Identify Your Target Client Audience

How to Find This Audience

Use tools like LinkedIn Sales Navigator to filter potential clients based on these criteria. Refine over time based on actual engagement and results.

Outcome

A clear and defined audience allows you to develop precise messaging, engage in meaningful outreach, and position your services as high-relevance solutions.

GCG Example

For GCG coaches, we provide a market analysis that identifies which organizations and industries to focus on, based on their professional backgrounds. This helps coaches define a clear target audience. For example, many coaches focus on companies with 1,000+ employees and senior leaders in roles like Business Unit Heads, CXO, or Sales Directors—typically with more than 6 years of experience.

3 Complete Your Coaching Certification and Methodology Training

Why It Matters

Credentials are more than just formal education. In today's environment—especially when working with larger and compliance-driven organizations—coaches without professional accreditation face an uphill battle. More importantly, robust training provides a structured, ethical, and effective framework that enables real transformation in leaders and teams.

What to Pursue

- ICF Level 1 (for ACC) or Level 2 (for PCC) accreditation, depending on your goals and experience
- A methodology grounded in evidence-based results, such as Triple Win Leadership Coaching, which incorporates measurable outcomes through coworker involvement and results-based progress
- Certification training that includes practice labs, mentor coaching, assessment tools (like GLA360), and implementation strategies

More information on the next page.

READY 3. Complete Your Coaching Certification and Methodology Training

Why This Matters Deeply

Certifications and accreditations are essential qualifiers that establish your credibility, and your differentiator is the ability to use a proven methodology that delivers sustainable behavioral change—validated not just by the leader, but also by their coworkers, managers, and performance outcomes.

Outcome

You gain both the confidence and the competence to deliver coaching that stands up to scrutiny and delivers results in complex organizational settings. A globally recognized certification also reinforces your identity as a credible professional in the eyes of clients and organizations alike.

GCG Example

GCG's ICF-accredited certification program combines world-class training with the proven Triple Win Coaching methodology—used to coach over 100,000 leaders with a 95% success rate in improving leadership, team performance, and business outcomes. With a 100% first-pass rate for ICF accreditation, unlimited access to mentor coaching, and a global community of coaches, GCG equips you with the tools, structure, and confidence to deliver measurable impact from day one.

> *Want help choosing the right coaching certification? Check out GCG's guide:* ***How to Select the Right Leadership Certification Program.***



SET Define Your Services and Prepare for Client Work

With your brand and foundation in place, you must now transition from preparation to implementation. The "Set" phase is about structuring your coaching services so you can clearly articulate your value, streamline delivery, onboard new clients with ease, and consistently deliver strong, results-driven engagements.

4 Define Your Service Proposition

Why It Matters

Many coaches struggle to articulate exactly what results they deliver and how they do it. Clients need to understand what they're buying—your offer needs to be outcome-oriented and combined with a structured service delivery, like any other professional service.

What to Build

- A services menu that includes structured offerings (e.g., one-on-one engagements for 3–12 months, team development programs, assessment-driven leadership coaching)
- Defined pricing models and engagement timelines
- Customizable coaching proposals and templates for coaching agreements
- Clarity on what results can be expected, when, and how they'll be measured

Why This Works

A clearly structured service offering with flexible pricing helps reduce ambiguity, fit client budgets, and speed up decision-making. It also enables you to streamline your operations and scale your practice with consistency and confidence.

Outcome

You can speak confidently about your services, onboard clients smoothly, and deliver structured and replicable engagements.

GCG Example

At GCG, we use a modular yet bespoke coaching approach that GCG-certified coaches can adapt based on their background and client context. This structured service model is designed to deliver consistent results—backed by a 95% success rate in improving leadership, team performance, and organizational outcomes.

5 Build Your Digital Presence

Why It Matters

Most clients will look you up online before ever considering a conversation. With so many coaches to choose from, a weak or inconsistent online presence can disqualify you before you even make it onto their shortlist. If your digital profile doesn't clearly convey credibility, relevance, and professionalism, you may never get the chance to show what you can offer.

What to Develop

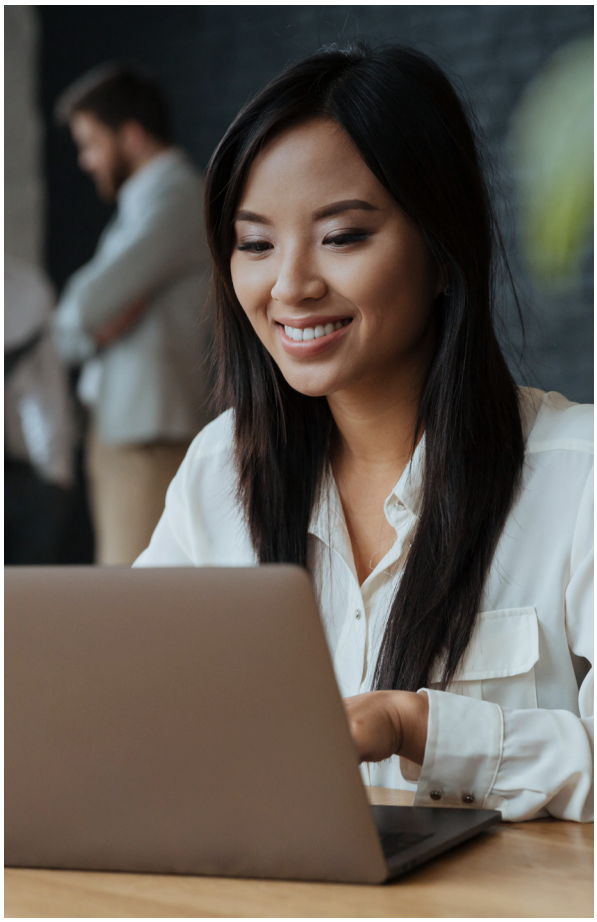
- A clean, professional website with your coach profile, service proposition, testimonials, and contact form
- An optimized LinkedIn profile that positions you as a subject-matter expert and trusted leadership partner
- Consistent messaging across platforms, with a tone that reflects professionalism, credibility, and approachability
- Optional but impactful: A one-page brochure or downloadable PDF summarizing your coaching approach—especially useful when reaching out to HR or L&D leaders

Outcome

You look credible, accessible, and trustworthy. You project professionalism before the first meeting.

GCG Example

GCG coaches can access ready-made LinkedIn posts, blog content, and digital templates to promote their services and reinforce credibility. These resources help coaches create a consistent, professional online presence while saving time and energy.



GO

Promote, Deliver, and Scale Your Practice

You've laid the groundwork. You've built the structure. Now it's time to take your coaching practice to the world. The final phase is about visibility, credibility, and making the impact you know you're capable of. Great coaches aren't just great at coaching—they become successful because they know how to reach the right clients, promote their value, deliver exceptional experiences, and scale their practice with confidence.

6 Market and Promote Your Coaching Practice

Why It Matters

If clients don't know you exist, they can't hire you. Visibility leads to trust, and trust leads to opportunities. Marketing doesn't need to be loud or flashy—it needs to be consistent, relevant, and authentic. That makes it easy. Now let's make it simple.

Key Strategies

- LinkedIn Content
  Share insights from coaching, leadership tips, and client success stories
- Thought Leadership
  Publish articles, host webinars, or contribute to podcasts and panels
- Email Outreach
  Build a targeted list of HR and business leaders. Share value-first messages with clear calls to action

Why This Matters More than Ever

In today's digital-first environment, your visibility is your credibility. Marketing isn't just about awareness—it's your gateway to meaningful conversations and long-term growth.

Outcome

You build awareness and authority. Clients remember you, reach out to you, and refer you. Your pipeline begins to grow predictably.

GCG Example

At GCG, coaches are equipped not only with the tools to coach—but with the tools to grow their coaching business. Through certification and ongoing support, GCG provides coaches with marketing templates, branded assets, and step-by-step guidance to promote their services with confidence. From personalized LinkedIn strategies to ready-to-use case studies and outreach content, coaches learn how to communicate their value clearly, show proof of impact, and consistently attract the right clients.

7 Earn Recognition and Multiply Your Impact

Why It Matters

Recognition signals value to your clients, peers, and network. It builds confidence in your work, helps justify premium fees, and opens doors to new audiences and opportunities.

What to Build It

- Share anonymized case studies, outcomes, and testimonials
- Pursue credentials like ICF PCC or MCC, or recognition such as LinkedIn Top Voice
- Co-author content, speak on panels, or develop your own thought leadership brand

Outcome

You become more than a coach—you become a recognized expert. This boosts your influence, broadens your reach, and raises the value of your services.

GCG Example

Many GCG-certified coaches turn their coaching outcomes into compelling, data-backed content that elevates their brand and influence. Using tools like GLA360 group reports, Leadership Pulse surveys, and ROI studies, they create case studies, blog posts, and LinkedIn content rooted in measurable results. These assets not only highlight improvements in leadership, team dynamics, and performance—they also help coaches build credibility with clients and showcase the impact of their work.



Conclusion

Build a Business That Delivers Impact

Success as a leadership coach is not a one-time launch. It's a sequence of strategic steps that—when executed intentionally—build a practice that is both impactful and sustainable.

At Global Coach Group, we've seen thousands of coaches transform their practice by following this roadmap. They started by laying a strong foundation. Then, they structured their services. Finally, they promoted and scaled their expertise to reach more leaders and create more impact.

You can learn every step of this roadmap by enrolling in a **GCG coaching certification program.** If you're looking for an accessible and inspiring way to explore this philosophy first, the book ***Everybody Wins*** **by Will Linssen** offers a definitive guide for leadership coaches. It's an excellent starting point for understanding how to build a measurable, sustainable, and high-impact coaching practice.

This is not a theory. It's a practical, tested, and proven path.

Ready. Set. Go.

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For Clients



We Deliver a Triple Win

Better Leaders, Better Teams, and Better Results — boasting a 95% success rate confirmed by coworkers, based on more than 100,000+ leaders coached.

Global Coach Group delivers the best results-based coaching worldwide through our network of over 4,000 world-class certified coaches, powered by our proven Triple Win Leadership Coaching approach and proprietary digital tools.

Triple Win Leadership Coaching, captured in Everybody Wins by Will Linssen — Amazon #1 International Bestselling Author.

Author



Will Linssen

Will Linssen has been ranked World's #1 Leadership Coach by Global Gurus (USA) and World's #1 Coach Trainer by Thinkers50 (UK), serves as advisor to the Harvard Business Review, and is recognized as a LinkedIn Top Executive Coaching Voice. He is an Amazon #1 International Bestselling Author. With more than 30 years of experience in executive leadership across Europe, North America, and Asia, Will holds the International Coaching Federation's highest accreditation: Master Certified Coach.

He is the founder and CEO of Global Coach Group, the world's #1 international leadership coaching network, with over 4,000 coaches worldwide serving Fortune 500 companies and leading multinational corporations.