



**HR COACH**  
**AUSTRALASIA**  
people • perform • profit

# **Business Feasibility Guide**

**Helping you build and launch your HR  
consulting business**

# 2020

# CONTENTS

03

Directors Message

04

About HR Coach

05

Methodology

06

Investment in your Success

07

Meeting Client Needs

09

What is right for you?

14

Pricing

15

Network Overview

16

Where to from here?

# DIRECTORS MESSAGE

Welcome to HR Coach. I joined the HR Coach Network in 2007 and became MD and owner of HR Coach Australasia in 2011.



Over the past 35 years of working with businesses, I have seen first hand the challenges that organisations face aligning the actions of their people with their strategic goals. Closing the gap between strategy and action is no longer a management ideal - it is a business imperative.

In 2001 the HR Coach Network in Australasia was established to bridge this gap by partnering with businesses to link their people and their strategy.

Human Resources and business practice has to evolve to keep pace with emerging issues and trends. We understand that it is important to

identify these changes as they happen, and to identify trends before they take effect in order to best deal with and benefit from them.

For the research to make a tangible difference to businesses, they need assistance with identifying their needs and a framework for implementing sustainable change.

The HR Coach Network was built to share the knowledge and methodologies with other like minded business professionals, so that we can strengthen the performance of businesses.

With an award winning success story, HR Coach continues to make a meaningful and positive difference to local businesses, employers and employees. The continued strength of the Network is reflected in the quality and performance of our 135 Network Members.

I encourage you to review this document and to explore how HR Coach Network Membership can assist you in building (or expanding) your own consulting business for your future.

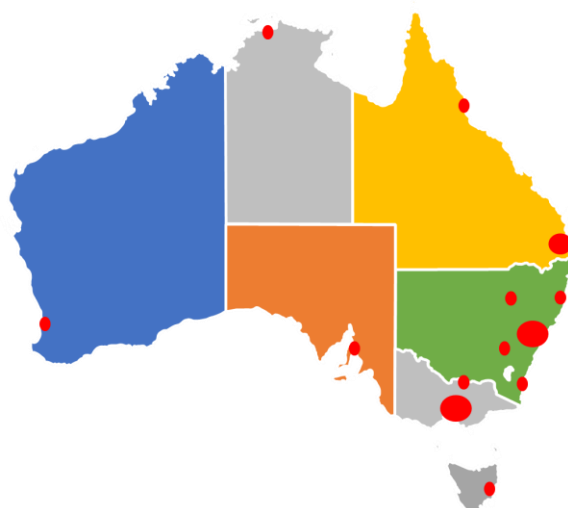
Regards,  
Peter McCleary  
Managing Director, HR Coach Australasia

# ABOUT HR COACH

The HR Coach process evolves to meet the market.

HR Coach products and services have been developed based on over 20 years of research specifically focused on the Australasian market. This research, wholly owned by HR Coach Australasia, has led to developments that have helped launch over 130 HR consulting businesses in Australia and New Zealand:

1. Products and services that are results focused, strategic and value adding to ensure that they meet the need of the largest business sector in the region (SME's)
2. Products and services that are backed by research with a strong focus on best practice, so Coaches can maximise their opportunities with larger organisations.
3. Partnering with like-minded industry experts to ensure that clients of HR Coaches have access to industry leading products and services to meet any demand a client might have.



With over 130 Licensed HR Coaches across Australia and New Zealand, the HR Coach Licence Model provides freedom for sole traders and large consulting business alike to build their business how they want.

Licensing, rather than franchising, has many advantages, namely reduced investment by the licensee and significantly less restrictions, so you can build your business how you want to!

Our 2 week, extensive accreditation process means that new HR Coaches are able to hit the ground running with solutions that work. Many HR consultants focus on transactional HR, but that isn't sustainable or profitable. New Coaches leave the accreditation process with a clear Business Plan and sales funnel as well as access to over 40 facilitated workshops, online platforms and process documents to meet every demand a client might have.

# THE METHODOLOGY

Timeless truths are timeless for a reason.

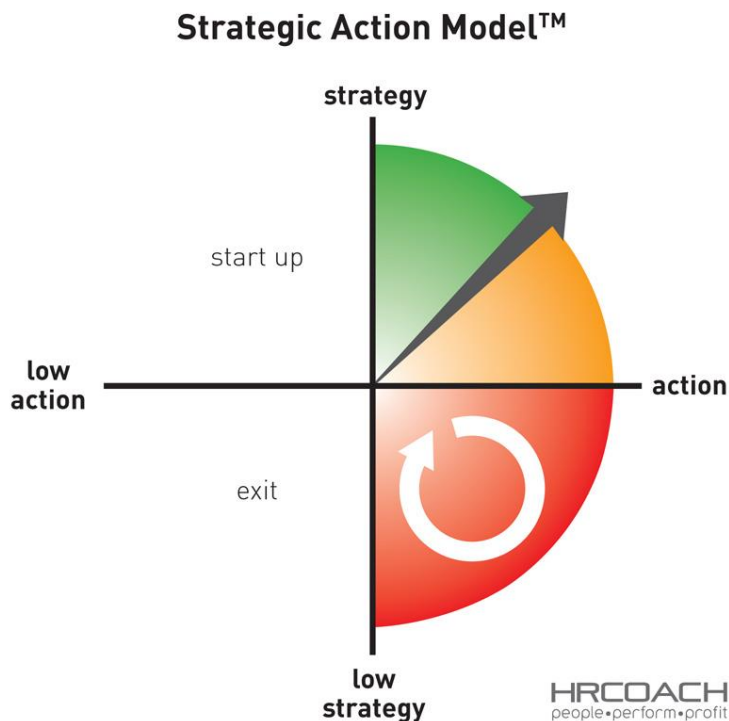
The two core foundations throughout Australasia and the world have not shifted in decades:

1. Without people, organisations do not exist
2. Without strategy or direction, an organisation has no purpose to exist.

**Strategy and people are the only constant element in business.**

## The HR Coach Difference

HR Coach consists of an independent network of peers within the human resource and business strategy fields. We partner with businesses to establish and develop the link between People and Business Strategy, and then work to close the gaps.



# INVESTMENT IN YOUR SUCCESS

**More than \$1 million has been invested in our protected, market leading, research over the last 10 years** to develop methods, processes, systems and solutions that work for businesses of all sizes in Australia and New Zealand. Over this time we have learnt how to most effectively and successfully market HR consulting services into the SME sector, and some of that has been learnt the hard way.

**We take the time to develop our research into market leading consulting solutions, so you don't have to. Network Members:**

- Work at the cutting edge of Strategy and Human Capital Management
- Access our Intellectual Property in the form of client tools, consulting business structures and go to market strategies
- Access to our ongoing research and contribute where you see value
- Leverage the HR Coach brand in their market
- Generate returns on their investments as they don't need to build solutions or marketing material
- Access our ongoing product development to ensure your clients maintain their mutually beneficial relationship with you and your business.
- Access our Business Preparation Program that has helped launch over 135 HR consulting businesses.
- Participate in training as they see fit
- Access ongoing, intensive, one on one coaching for their own consulting business
- Access monthly interactive webinars with other Network Members
- Attend the annual HR Coach Conference
- Access a complimentary range of Business Partners to further expand your client services and solutions



"HR Coach gives me the flexibility to build my own business the way I want to do it – but I don't have to do it alone. They provide me with great resources to develop my business building and sales strategies. After years in the corporate sector, my HR Coach business has given me the future and freedom I have always wanted."

Former General Manager

# MEETING CLIENT NEEDS

## The Market

**The Small to Medium Enterprise sector (SME) is the powerhouse of the Australian economy.**

According to the ABS, there are more than 2 million businesses operating in Australia employing less than 200 employees. The sector is responsible for providing 42% of the nation's private sector employment and is represented throughout the country-supporting and contributing to local communities across Australia.

There is a strong entrepreneurial spirit in Australia and the drive to start businesses is prevalent in both city centres and regional communities.

## How we service the Market

**Certified HR Coach Network Members partner with business owners, managers and HR teams to facilitate, guide or drive strategic business practices.**

HR Coaches work with clients on a project or retainer basis depending on the nature of the work. The advantage that we offer clients is a planned approach, with a clear focus on results and value for time and money. We do this by measuring both before and after we have worked with clients so that the results are transparent and obvious.

We support the national network with recognized HR Coach Brands, products and services, including a range of proprietary solutions:



# MEETING CLIENT NEEDS

## How we service the Market (cont.)

Our goal is to provide coaches with ongoing revenue opportunities which go beyond simply selling time – because we know that time is a finite commodity.

We also know it is difficult to keep up with legislative changes and manage risk when providing advice. HR Coach has negotiated with a number of service providers to provide support and service to coaches and their clients.

This enables Network Members to provide a vastly expanded business offering to clients. HR Coach takes an active role in educating the SME sector through national and/or state speaking engagements, public education and marketing campaigns.

## The Opportunity

**HR Coach is looking to partner with select individuals and organisations to keep up with demand in the market.**

Our flexible licensing model is unique and focused on leveraging existing service offerings for businesses or packaging up the professional experience of individuals who have the ambition to create their own business. HR Coach can be the foundation to a new business or add a vastly expanded complementary service offering to an existing business.

The return members of the network are able to command depends on the type of work, the location, and nature of the organisation they are working with. As a result, hourly rates of Coaches range between \$125 - \$600 dollars per hour. During your due diligence process, we will provide you with information to assist you in evaluating your return on investment.



“Through a thorough skills assessment, I was able to discuss with HR Coach whether I had sufficient technical and business skills to work in this market. If I was to have a successful business and also make a difference to my community, I needed to be prepared. I was glad that HR Coach is not a sales organisation as they genuinely took me through a self selection process to evaluate the viability of my business and my motivation to be in business for myself.” - Former Corporate HR Director



# WHAT IS RIGHT FOR YOU

HR Coach has been operating in the market for over 10 years and over that time, we have diversified our offering as we know not all businesses are the same, so why provide only one restrictive option?

## For individuals starting their consulting business

**Platinum and Gold Membership options available.**

Are you an individual seeking a flexible job alternative, a professional wanting to make a difference and get back in control, an entrepreneur looking for a new opportunity or an executive wanting to share your experience?

What's included:

- A Framework to package your professional experience into a business offering
- 100% equity and control of your business
- Vehicle to design your own business offering and structure that meets your own needs
- Business support & mentoring after an intensive 2 week Academy
- Maintain your independence but not be alone
- Business analysis and strategy development
- Build a business asset that is not dependent on your time alone
- A collegiate and collaborative national network to leverage
- Position your consulting business as a leader in the SME to large market space, as the theory, methods, tools and processes will differentiate yourself from other 'normal' business consultants in our space
- No excessive franchise fee's or geographic market restrictions in the nation

"I was very keen to start my own business and wanted something that would complement my background in Sales. The HR Coach methodology was the perfect fit allowing me a solid foundation to work with my clients and to grow my own business. Since becoming a Network Member and developing my own business I have not looked back!"

- Former Sales and Marketing Executive



# WHAT IS RIGHT FOR YOU

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## For established consulting businesses

**Platinum and Gold Membership options available.**

Are you a business looking for a new opportunity, looking to build scale and revenue while exceeding your client's expectations?

What's included:

- A new, complementary service offering to enhance delivery to clients
- An analysis and development of the businesses strategy
- Framework for business services integration and planning
- Opportunity to build scale in business without high overheads
- Professional development opportunities for staff
- Opportunity to increase business valuation
- An opportunity to develop a business exit strategy
- Regular and consistent support for up to 15 months to maximise your business growth and opportunities after an initial intensive 2 week Academy



"I had been running a successful recruitment business in Sydney for over a decade – but was looking for a vehicle to build a consulting business beyond just recruitment. HR Coach appeared to tick all the boxes, particularly as I had a very good idea and background across business and HR. By Day 2 of the Academy I was overwhelmed about what I needed to know to succeed in this space, and was so relieved that HR Coach were prepared to teach me. The HR Coach methodology is simple and effective, clients get it every time, and I regularly get asked 'why don't other consultants work this way'?"

- Former Recruitment Executive

# WHAT IS RIGHT FOR YOU

HR Coach has been operating in the market for over 10 years and over that time, we have diversified our offering as we know not all businesses are the same, so why provide only one restrictive option?

## For professionals looking to expand their current offering

### Ruby – framework specialists.

Are you an individual seeking to expand your service offering to your existing and future client base, but don't know what other solutions work in the market?

What's included:

- A complementary service offering to enhance delivery to existing clients or within your own business environment
- Cost-effective leading-edge products, without the overheads of a consultants time
- Professional development opportunities for staff
- Re-position yourself as a market expert using products to demonstrate your expertise
- A cost-effective entry point to a small component of the HR Coach proprietary IP
- Be trained to use these proprietary tools, including substantial discounting from RRP, achieving savings for your business or your clients
- Accelerated entry point, as you have already proven yourself in your business environment.

Breaking our full toolkit down into pieces allows you to mix and match our offering to meet your client needs, whatever the might be:



# WHAT IS RIGHT FOR YOU

## For professionals looking to expand their current offering

### Ruby – framework specialists.

Each jigsaw piece exists as a standalone offering, with members having the option to purchase a licence to the tools separately, with training or bundle a few of them together to complete their offering.




#### Delivering Tactical & Strategic HR

#### Delivering Tactical & Strategic HR

Are you constantly competing with other consultants on transactional HR jobs with price being the only deciding factor? Moving your business from transactional HR to Tactical and Strategic will unlock more value for you and your clients, while leveraging your existing skills and experience.

#### Organisation Benchmark & Planning

SME's need plans built of their own data and history to plan for the future and the more people from within the business that are involved in that planning, the higher the chance of success. Using our facilitated workshops, get your clients to plan for their (and your!) success.



#### Organisation Benchmark & Planning



#### Minimise Risk

#### Minimise Risk

Now, more than ever, businesses have to deal with an increasing demand to stay compliant, either with best practices or legislation. They need a strong foundation of processes & systems and governance & compliance to set their foundation for success.. Our tools, audits and workshops add value to your clients, so they can continue building their successful business.


# WHAT IS RIGHT FOR YOU

**For professionals looking to expand their current offering**


**Ruby – framework specialists.**

## Performance Management

Leveraging your client's human capital can be what takes their business from good to great, without changing their payroll expense. Performance management is so much more than performance reviews, and so are our tools, facilitated workshops and online solutions!



Performance  
Management




Workplace  
Improvement

## **Workplace Improvement**


Expanding on Performance Management, our Workplace Improvement piece unlocks even more value within your clients. Harness the power of teams, the generations at work and the experiences of the individual to generate top line sales activity for you and your clients.

## **Expanding Your Client Base & Activity**

You've been in business for a while and either your client base or the solutions you provide to clients has grown stagnant. That's normal (there's only 24 hours in the day!). This hands on jigsaw piece works with you to build your marketing, expand on how you build mutually beneficial relationships and how you take a first meeting with a client to ensuring that they are a client for life. The package is underpinned by 20 years national and international experience in the HR consulting space – so take advantage of learning what works, rather than learn the hard way!



Expanding Your  
Client Base &  
Activity



The Business Plan  
for Sustainable  
Consulting

## **The Business Plan for Sustainable Consulting**

Not all consulting businesses are the same. But some of the metrics that make them successful are. Understand your marketing plan can work with your profit model to achieve the key metrics of a successful consulting business.

# PRICING

Package		Licence	Licence & Training
Ruby – Framework Specialists	<b>Delivering Tactical and Strategic HR</b> (2 days training)	\$4,995.00	\$6,995.00
	<b>Organisation Benchmarking and Planning</b> (1 day training)	\$2,995.00	\$3,995.00
	<b>Minimise Risk</b> (2 days training)	\$3,495.00	\$5,495.00
	<b>Performance Management</b> (1 day training)	\$3,995.00	\$4,995.00
	<b>Workplace Improvement</b> (1 day training)	\$2,995.00	\$3,995.00
	<b>Expanding your Client Base &amp; Activity</b> (2 days training)	Not available	\$3,995.00
	<b>The Business Plan for a Sustainable Consulting Business</b> (1 day training)	Not available	\$1,995.00
Platinum and Gold Network Members	<b>Entire HR Coach Toolkit</b> (10 days training)	Not available	\$29,950.00*

All prices listed in this document are exclusive of GST. Pricing listed above represents the one time, upfront licensing fee. Any ongoing fees are as per page 15.

## NETWORK OVERVIEW SUMMARY

		Platinum \$569 / month	Gold \$2 / month	Ruby No ongoing commitment
<b>HR Coach Network Licence (entire HR Coach Toolkit)</b>	A transferrable Licence to the method, research, products and processes – you control your pricing, margin and profitability. Financing options available.	✓	✓	
<b>Master Coaching</b>	Strategically build your business through a 15 month focused coaching/support program with a Master Coach	✓		
<b>Online Members Only Website</b>	Stay up to date with the most current research, facilitation kits and marketing material for your business, including a toolkit that provides a full suite of HR/business consulting/marketing solutions	✓	✓	
<b>Online Products to Enhance Service Delivery</b>	Have online access to HR Coach research based products including STAR Workplace Program, Fusion Culture Platform, Online Career Monitor and My Business Health Check	✓	✓	✓ *
<b>Processing Fee Discounts</b>	Receive discounts on processing fees for Online Products	✓	✓	

\* Access to online products and tools for Ruby Members is in accordance with the tools provided under their licence. Platinum and Gold Network Members have no restrictions to access of HR Coach tools.

# WHERE TO FROM HERE?

## For full Network Members (Gold & Platinum Network Members)

A full Network Licence costs \$29,950. In most cases, financing is available requiring an entry point as low as \$11,000 with the remaining licence fee paid over 21 months in monthly instalments. The available options for you will be based on your interests, skills, experience and financial capacity. Alignment with our ethics and values will also be taken into consideration as we genuinely need new members who want to grow their business through ensuring that their clients grow, prosper and flourish.





# WHERE TO FROM HERE?

## For Ruby – Framework Specialists

There are only a few steps to take in the process before you could be adding our market leading solutions to your toolkit:

### 1. Information Review

The next step is an Information Review to see if we pass your early 'taste test' and answer any questions.



### 2. Jigsaw Piece Review

We organise a mutually beneficially time to preview all of the tools and products included in your jigsaw piece.



### 3. Training (if elected)

Review our upcoming training programs and select dates which suit your timetable



## Go to Market!

## REQUEST A CALL BACK:



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