



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.