

# TAP In

Step Up & Stand Out



# Business Accelerator

THE APPROACH COACHING METHOD



# What is solved



**One-third of new businesses close their doors within five years. "This situation shows the gap between the intention to start a business and entrepreneurial success," says Pierre Cl  roux. "To close this gap, it is important for entrepreneurs to acquire essential skills to launch and grow their businesses, especially in an increasingly complex business environment."**

**The report identifies four distinct groups of skills needed to succeed in business: the most crucial being grit and relationship skills, which prove essential at all stages of a company's growth.**

- 1. Grit and relationship skills**
- 2. Marketing and finance**
- 3. Leadership and people skills**
- 4. Operational administration skills**

**Skills - is something you learn**

**Success in business is 90% skill, 10% talent**

**The above these skills can be actively developed and nurtured.**



# What is solved



**“According to 2024 data from the U.S. Bureau of Labor Statistics, 20.4% of businesses fail in their first year after opening, 49.4% fail in their first 5 years, and 65.3% fail in their first 10 years.”**

## **#1 reason - No Business Plan**

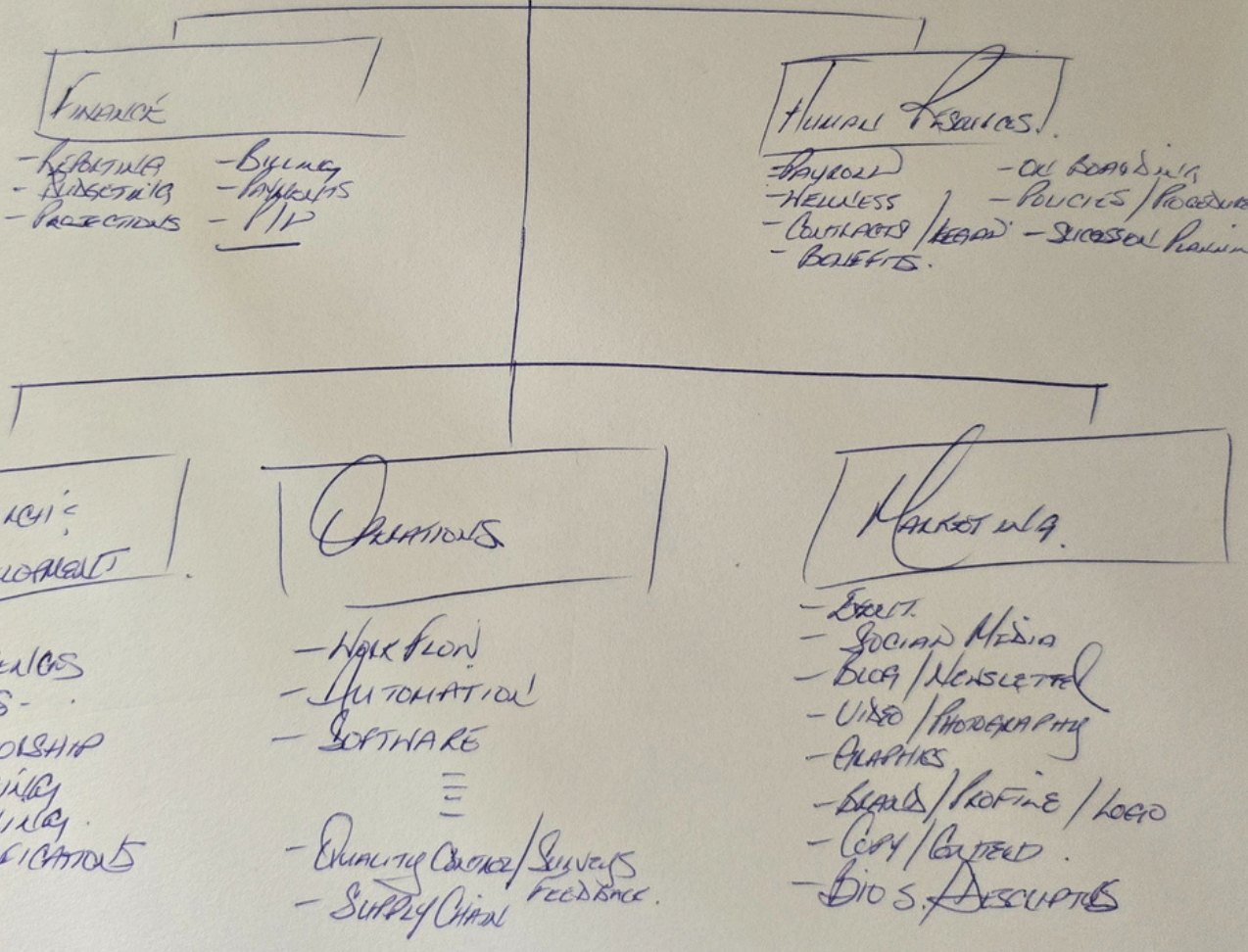
- **Misunderstanding of a “pros and cons” list**
  - **End goal, to become the least important person in your business**
  - **To do less, it starts with doing more, and once you do this, you get MORE.**
  - **Your mind will not focus unless it has clear objectives. When you don't know where you are going, distractions look like opportunities.**
- 
- **Grit and relationship skills**
  - **Marketing and finance**
  - **Leadership and people skills**
  - **Operational administration skills**

# What is solved



WHY I CAME TO THIS  
5 Pillars - Inventions  
for growth

Your Business (SOLE PROPRIETOR)





# What is solved



**By solving the Business Development need with logic and connection, we get to help millions.**

**The largest transfer of wealth in history has started. In approximately 20yrs, we will be at the height of over \$70 trillion moving from one generation to the next. The scale and need of what we will build will take years to implement.**

**Having the logic and connection to support those who understand the future of Business. It is going Beyond the Product they sell by connecting the diverse needs of all stakeholders.**

# Who is this for



**"how can I do this better?"**

**That "HOW" lives within Strategy.**

**Knowing that systems are nothing more than strong strategies set on repeat.**

**The problem - too many jump right to the tactics.**

**This annual cohort addresses:**

**balancing act between business owner & practitioner**

**sensible evolution of your business**

**foundational baseline in order to select strategic relationships**

**time management circumstances stunting the ability to scale**

**business minded peer groups**

**battling the relationship war**

**finding the trusted "whos" needed for delegation**

**creation of profitable, sustainable, predictable business models**

**preparation of business evaluations**

**guidance around not being a slave to the immediate**

**fair market pricing standards for services & resources**

**affiliates that understand the intricacies of advice based industry**

# The Story Behind the #'s

**6 active agents, 2 support staff**  
**18years in business**  
**Award winning firm**

**\$8,631,962**

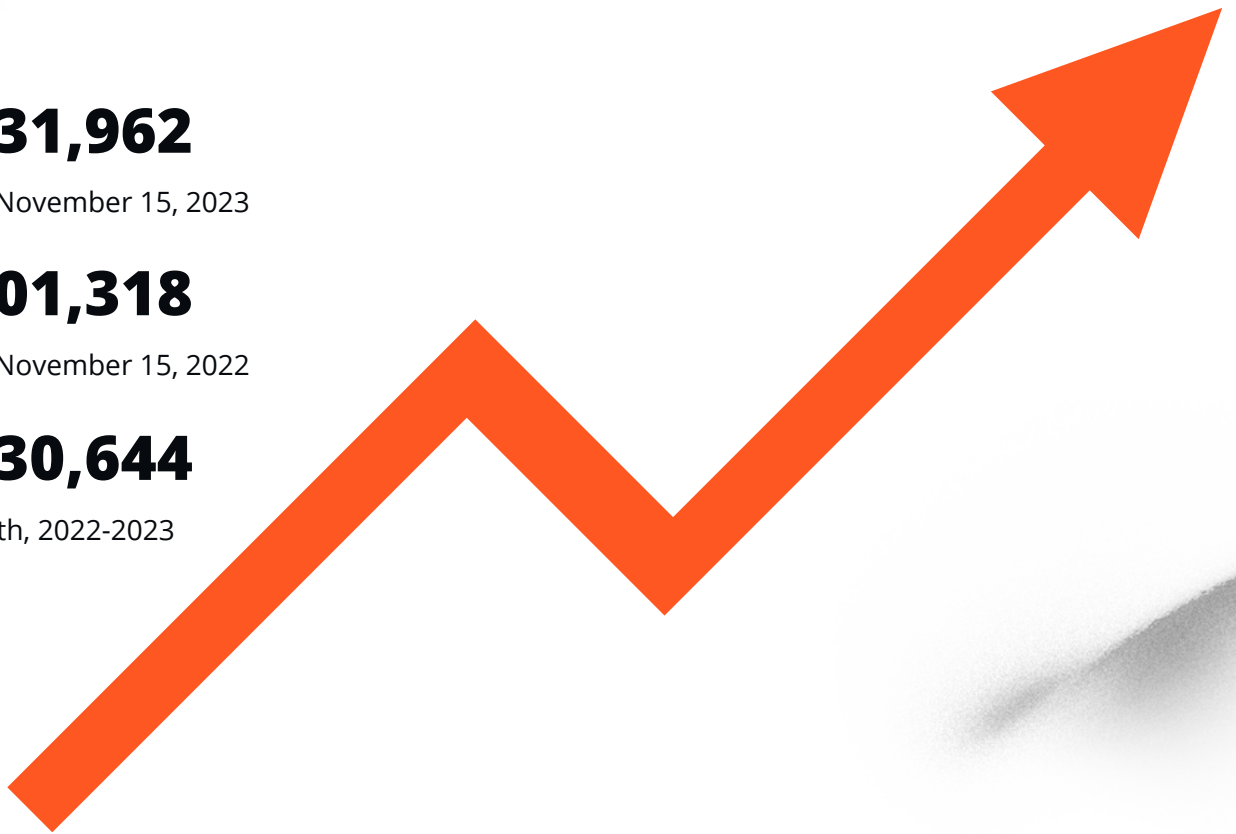
YTD as of November 15, 2023

**\$5,701,318**

YTD as of November 15, 2022

**\$2,930,644**

YOY Growth, 2022-2023



***\*1 beta group for 42weeks to prove the theory that this is a fundamental annual process because when you evolve, so does your clientele...***

# The Story Behind the #'s

**82% attendance**

**90% completion of weekly documents**

**1 out of 53 did not participate to the end**



**2 Doctors**  
**3 Dentists**  
**9 Planners in FS**  
**11 Insurance agents**  
**2 Real Estate agents**  
**1 Dog Trainer**  
**4 "Captive" agents in FS**  
**7 Support staff (inside)**  
**2 CEOs**  
**5 Wholesalers in FS**  
**4 Corporate Leadership in FS**  
**2 Marketing agents**  
**1 Cosmetic Esthetician**

***\*4 beta test groups each participating in a separate 12Week phase - Advice Based Industries***



# The Gap



**After over 2 decades of advice based industry experience, 200 Advisory Business interviews, 20 leadership talks, vast experience in developing practice management divisions, 27,000+ professional coaching hours, and holding a seat on 3 Advisory boards, beta tested 5 cohort groups, dedicated 4 years in designing the 42Week “TAP In” Cohort.**

**This annual evolutionary program addresses the gaps by design, not default.**

- **business planning that is obtainable, measureable, and ongoing**
- **addressing those that are so self aware that they know “this” is bigger than themselves alone**
- **directional feedback loop as this is the greatest desire of many**
- **transformational helping you respond vs react**
- **addition of extra data points beyond POP testing**
- **personalized planning for a very personal business**
- **a program that requires a minimum of 1 year**
- **cohesion built on trust, transparency, and reciprocity**
- **addressing business, lifestyle, and the GAP**
- **understand business development phases**
  - **Fundamental practice management and then there is practical management.**
- **there are 2 GAPS - business and mindset**

# Included Resources

THE APPROACH COACHING METHOD

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## STEP-UP STAND-OUT

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**“The end of a goal is the beginning of the next. Tools and resources must be foundational and repeatable in order to create structure and identify patterns.”**

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42 Weeks of foundational tools, resources, and live cohort style coaching.



Vetted Expert Sessions covering Copy, Content, Workflow, Funnels, CRM, Video, Podcasting, and more.



126 - 1page documents delivered over 42 weeks. Designed to logically connect your annual plan.



3 PDF fillable Workbooks. Formatted for repeatable use and ability to share with external partners such as a Media team.



Training Sessions covering Value Proposition, Annual Action Plan, Budgeting, Business Pillars, and more.



1on1 Laser Coaching sessions designed around critical developmental phases.



# What is solved



**The short answer: Structure, Strategy, Organization, Accountability**

**42 Weeks covering:**

**Unique Value Proposition**

- target market
- pains, problems, needs, gap
- different/better
- unique/compelling
- result and benefits someone will have by doing business with you

**5 Pillars & Intentions**

- ideal client
- systems/processes
- brand/profile
- services/products
- financial growth

**budgeting, projections**

**annual planning, long term planning**

**media, marketing, video**

**automation, workflow**

**access to affiliate tools and teams**

**accountability and community**

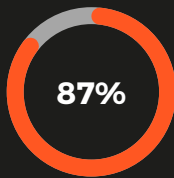
**habit stacking, focus, and mindset**

# TAP IN

## STEP-UP STAND-OUT

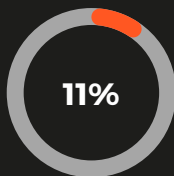


### THE STATS



#### Cohort Learning

On average, the completion rate is 87%, with many reporting over 90%.



#### Self-study Learning

On average, the completion rate is 11%, with reportings as low as 3%.

### RETENTION

Knowledge retention after 2 weeks looking at learning platforms:

**90% of what you say, do, and document.**

70% of what you say.

50% of what you see and hear.

30% of what you see.

20% of what you hear.

10% of what you read.

### COMMUNITY

There is a strong positive sense of community, and accountability within a cohort style of learning.

### FOUNDATION

Business Development Planning must be approached within a foundational, repeatable process. Logical evolution with points of measurement - year after year.

### SUCCESS

How do you live a life within the highest business realm, still deliver, and reclaim the magic of a richer existence?

You remove limitations!

[Link to Stats](#)



# The Outcomes You Gain

THE APPROACH COACHING METHOD

## Phase 1: Business Accelerator:

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Building clear direction and focus, helping you achieve and measure your business goals.



Lead with actionable insights that enable you to make informed decisions, and drive tangible results.



Simplified foundational plans are easier to implement, evolve from, and communicate.



Fundamental plans enable adaptability to changing market conditions, allowing for quick adjustments and pivots as needed.



Make your actions effective when onboarding team members, stakeholders, hired resources, or investors.



Cut out unnecessary complexity, allowing you to execute strategies more efficiently. Streamline your time, manage your energy.



# The Outcomes You Gain

THE APPROACH COACHING METHOD

## Phase 2: Business Accelerator:

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Learn how to scale by removing the limitations that are keeping your growth stagnant.



A graduated approach that builds good habits. Giving you structure, keeping you focused, and accountable.



Implemented strategies to simplify and articulate your ideas in a manner that is meaningful and purposeful.



Accessing your core essence of what you are driven to do. Harnessing your relationship between personal and professional development.



Continually move forward because you have a foundational and repeatable process.



Be surrounded by like-minded individuals giving you a sense of belonging and confidence.

# What is Included

THE APPROACH COACHING METHOD

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## STEP-UP STAND-OUT

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**“To scale, you remove limitations and implement resources rooted in structure.  
Stop getting distracted by tactics.”**

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Weekly Focus Exercises.  
Fillable format emailed  
directly to you every  
Monday.



Week in Review Exercises.  
Fillable format emailed  
directly to you every Friday.



Weekly Cohort  
Accountability Call hosted  
on ZOOM. Agenda driven,  
and designed for impact.



Accountability Partner.  
Intentional connection with a  
cohort peer having relatable  
interest.



Mid-Week Mindset  
activities. Aligning your  
professional and  
personal EQ.



Ongoing Coaching insights  
sent directly to you, and a  
correlated report at the  
end of each phase.

# Weekly Overview



## WEEK 1

Monday - Target Client.

Setting up your week ahead.

- Coaching Zoom: How to Identify and Niche down.

Wednesday

- Mid-week Mindset: Curate Your Environment

Friday

- Week in Review: Connecting the emotional patterns

## WEEK 2

Monday - Target Client.

Setting up your week ahead

- TAP In Expert Zoom: Media, How to use Imagery to attract your Target Client.

Wednesday

- Mid-week Mindset: Prospecting, sifting to get to the Gold.

Friday

- Week in Review: Connecting the personality patterns.

## WEEK 3

Monday - Pains, Problems, Needs, Gaps

Setting up your week ahead.

- Coaching Zoom: Formula to state, solve, and educate.

Wednesday

- Mid-week Mindset: Life you desire; what is success?

Friday

- Week in Review: Connecting the common resource beyond the product you sell.





# TAP In Step Up & Stand Out



ANNUAL BUSINESS ACCELERATOR AT A GLANCE

## ROAD MAP



### SETTING THE STAGE

Consistency is key, commit to practicing the habit weekly with daily activity to reinforce its development.

### HEALTHY ROUTINE

You becoming familiar with your weekly outline of Weekly Focus, Mid-Week Mindset, and Week in Review.



### THE POWER OF PATTERNS

Recognize and build on your existing routine. Having a key theme of evolutionary focus necessary in Business Life.

### CREATE INSPIRATION

You adding detail. Weekly focus rotation of cycling through Create, Align, Lead, and Master.



### BUILD A SUPPORT SYSTEM

Share your habit-building journey and accelerate your development. Engaging more with the Cohort and Accountability Partner.

### ALIGN STRUCTURE

Enter into a stronger Mid-Week Mindset practice by adding in the routine of journaling to observe habits, and having deeper conversations.



### LEARN FROM SETBACKS

Accept that setbacks are a part of the habit-building processes that accelerate your goals.

### LEAD IN WISDOM

Recognize the accomplishments made to date. Analyze setbacks, and use them as opportunities to improve by leading with proven successful actions.



### IMPLEMENT HABIT STACKING

Bring it all together for a repeatable and evolutionary process. To scale, you must remove limitations.

### MASTERY

The end of each cycle is not the end, it is the beginning of your next goal. Lean on the foundation you have created, and continue the BIG WORK.

## TAP In - Your Week in Review February 26 to March 1

RESPOND TO EVERY REFLECTION USING THIS FORMAT:  
"BECAUSE I XYZ, I GET TO ABC."

### Your progress this Week?

WHAT HAVE YOU SPECIFICALLY ACHIEVED AND HOW HAS THAT MOVED YOU FORWARD?

### How did you Lead this week that added structure?

WHAT DO YOU NEED TO GIVE YOURSELF A PAT ON THE BACK FOR? DID YOU SHOW UP WITH WISDOM?

### How did you "smash" an obstacle this week?

SOMETIMES THE BEST WAY TO LEAD WITH WISDOM IS TO REMOVE LIMITATIONS AND THOSE YOU PARTNER WITH. THINKING YOU "NEED" TO DO EVERYTHING IS NOT WISDOM :)

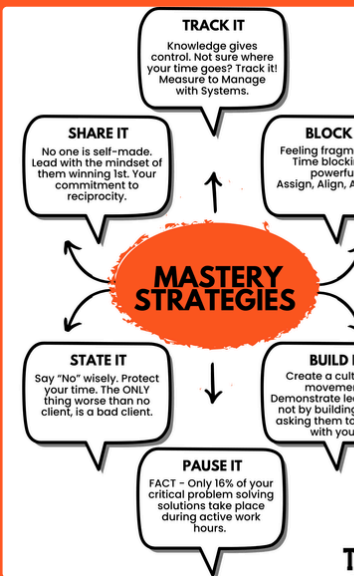
### Appreciation. Who DID you Thank?

WHAT ARE YOU GRATEFUL FOR? WHO ARE YOU GOING TO MAKE A POINT TO THANK FOR WHAT THEY DID FOR YOU, OR TOWARDS THE "GREATER GOOD"?

### What is 1 thing you are going to do differently next week?

LOOK AT EVERYTHING YOU'VE REVIEWED ABOVE AND THINK OF ONE THING YOU COULD DO DIFFERENTLY NEXT WEEK. IT MAY SIMPLY BE HOW YOU DECIDE TO CHOOSE TO SEE THE WORLD. IT COULD ALSO BE AN ACTION YOU TAKE. A TAP QUOTE YOU FOCUS ON OR SOMETHING ELSE - BUT IT WILL BE UNIQUE TO YOU.

The Approach  
www.theapproachmethod.com



## Networking

TIPS CONT'D...

4. Make introductions:  
• Facilitating connections between individuals demonstrates networking prowess and can be mutually beneficial for all parties involved.  
• Following up afterward to ensure the connection was made shows your commitment to fostering relationships beyond the initial interaction.

5. Simplified Contact Information Sharing:  
• Utilizing QR codes or other creative methods for sharing contact information makes it easier for both parties to stay connected.  
• Adding a personal touch, like lozenges or mints, not only makes you memorable but also addresses a common network concern (bad breath).

6. Follow-Up After the Event:  
• Sending a follow-up message, even a simple one expressing gratitude for the connection, keeps the momentum going.  
• Sharing your top takeaways and inviting them to share theirs fosters continued conversation and engagement.  
• Including a "Book time with Me" link in your email signature streamlines the process for scheduling follow-up meetings.

By incorporating these tips into your networking strategy, you not only make meaningful connections but also lay the foundation for long-term, mutually beneficial relationships.

BONUS - Keep a drink in hand. Sometimes you will need an "exit strategy". A big or small is the perfectly polite way to step away. Also, having something in hand keeps us from fidgeting.

Establish the problem to be solved/goal to be achieved... Explain a certain point in time.

Explain why this was so important... Lay out the stakes for what it would mean to solve this problem or accomplished this goal.

Describe less successful efforts... Show what has been done in the past that didn't work or companies typically do but you didn't want to emulate.

8. Follow-Up After the Event:  
• Sending a follow-up message, even a simple one expressing gratitude for the connection, keeps the momentum going.  
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# TAP IN

## STEP-UP STAND-OUT

TAP In - Your Week Ahead, March 25 to 29  
My theme this week: Q1 Wrap Up!

**BIG WORK**

Top 3 Priorities this week. If I did nothing else other than these three this week, I would be happy.

Long-term Goals. By reflecting on my activities for Q1, how am I going to increase success towards my long-term goals?

Smash those Obstacles! What obstacles were/are I need to remove in order to reach my long-term goal?

Clearing the Decks! What were my distractions this week in order to reach my long-term goal?

What I MUST remember this week! Any insights, takeaways, events, things I must remember to bring etc.

My Distractions or Interruptions I wish could be less.

Looking after You! What one action did you take this week that you're proud of?

Productivity Accelerators What activities/strategies will I use this week to accelerate my ability to stay connected and committed to the Tap In Culture?

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## Mid-Week Mindset

TAKING NOTE OF WHERE YOU ARE

**TAP IN**  
STEP-UP STAND-OUT

### Questions to Explore around your Current Reality & Future Self.

The main objective for you is to discover your options or opportunities for action. To do this, you must understand and measure where you have been before knowing where to go next.

Step 1 - look at your completed Weekly Focus documents and your calendar from January 28th to February 8th. Take a look at your activities. Look at the patterns. On average, what are the percentages of activities that you consider being creative time, alignment for structure, opportunities that have you lead, and efforts towards your mastery.

Step 2 - explore the below. Take pen to paper and write down your thoughts. Not all questions may apply.

- How do you feel you best motivate yourself?
- What are the best ways for you to support yourself at this point?
- If you had no restrictions at all, who would you be?
- At this point, what's happening now to you? What impact or influence is this having? (this questions helps you identify the "restrictions".)
- Where do you feel you are now concerning your goals?
- So far, what has helped your progress? What has held you back?
- What do you feel you need to achieve your goals?
  - If you asked for this resource, what would happen?
  - What could you do differently this time around?
- Has anybody you know achieved the same goal? How did they manage?
- Who is the type of person who will achieve the outcome you want?
- Who do you want to be?
- What values and principals do you stand for - that are important to you?

Tap In!

126 1-page tools delivered to you in a logical manner.





# The Productive Week

WEEK OF: \_\_\_\_\_

No	ACTIVITIES	<input checked="" type="checkbox"/>
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

**Ideal Client**  
5hrs

**Brand / Profile**  
5hrs

**Systems / Efficiencies**  
5hrs

**Services / Products**  
10hrs

**Financial Growth**  
15hrs

**Health / Wellness**  
15hrs

“to say YES, you need to know what you are saying NO to”

# FAQ's



## What does each week look like?

Monday - receive your weekly agenda and preview for your ZOOM cohort training.

Wednesday - receive your mid-week mindset challenge

Friday - receive your week in review document

Each week is a gradual build on the previous, giving you a logical connection.

## If I am stuck, do I get any 1on1 time?

YES! Every Cohort member has access to 1on1 Coaching time in addition to Monday ZOOM cohort training, and weekly exercises. This is NOT a "hands off" program.

## Why would I benefit from joining?

As a High-Achiever driven to make a difference, it has never been about "starting something". The challenge you face is "finishing something". The programs within "Tap In" are designed by taking all elements needed to create structure and accountability. Helping you identify good habits so that applying discipline does not become a struggle, it becomes a positive influence for growth and motivation. "Tap In" has been reviewed by accomplished experts in the field of Neuroscience and Psychology.

## Will I be able to use the tools received year after year?

YES! I want you to be successful. One of the biggest challenges I see is the, "New Year, New Program" approach which significantly delays your success. The tools within ALL programs residing in "Tap In" are foundational. As a Coach, it is my goal for you to have evolutionary tools.

## I have a team. Would you suggest including them too?

YES! YES! and YES! Build a culture. Keep your team informed and invest in their goals.

# **The Not so Fine Print**

**12 Payments of \$297.00 CAD plus applicable taxes.**

**Cancellation with no penalties after a 2 month minimum.**

**All payments are 100% non-refundable.**

**Start date is October 7, 2024 runs to September 8, 2025, and restarting October 6, 2025 (ongoing)**

**42Week program has timed breaks throughout the year.**

**Payment must be received before session begins as outlined.**

**It is agreed that any tool or resource received during the cohort sessions will not be duplicated, sold, or used for purposes otherwise outlined in the agreement.**

**By purchasing, we mutually agree to committing to the agreement as outlined in the communications, and collaborating in all efforts required.**

**There is a zero tolerance policy around soliciting, hate-speech, breach of privacy, or harassment. If anyone is reported to be acting within the above, they will be immediately removed from the cohort with no refund.**

**STEP-UP STAND-OUT**

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**Video**  
**LinkedIn**  
**Branding**  
**Web Design**  
**Events**  
**Physical Health**  
**Mental Wellness**  
**Philanthropy**  
**Public Relations**  
**Legal / Contracts**

**EXPERTS**

**i**  
**TAP IN**  
STEP-UP STAND-OUT



**Copy & Content  
Marketing that is B.S.  
BOLD & Smart**

CONSTELLAR CREATIVE





# Doer of Cool Automation Stuff

THE  
WORLD  
NEEDS  
WHO  
YOU  
WERE  
MADE  
HERE



BLUE COW  
M A R K E T I N G





# Your Friendly Neighborhood Podcasting & Influence Expert



**PROUD  
MOUTH**  
INFLUENCE ACCELERATOR

**TAP IN**  
STED-UP STAND-OUT

# Simple, but not Easy

THE APPROACH COACHING METHOD


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## STEP-UP STAND-OUT


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**“Simplicity is Sophistication: Build a Profitable, Sustainable, Predictable Business Plan connecting IQ & EQ.”**


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 Serve your target market by defining their unmet needs, how your business addresses these challenges, and the expected outcome.

 Strategy discussion that will help you build a profitable, sustainable, predictable business by access to industry experts.

 Build effective and proven communication strategies to convey your value proposition clearly and authentically.

 Learn how to track key metrics, manage expenses, and optimize revenue streams for sustained business success.

 A structured approach to prioritize and implement key initiatives for business growth and success.

 An adaptable planning template, providing a solid foundation for your growth, designed to evolve year after year.



**“finally! a keynote speaker that is raw and real... Kim is not afraid to tackle the true challenges with humor, grace and real talk! what an inspiration!! i needed to hear her”**

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## **CONTACT**

[\*\*kim@rstprivateplanninggroup.ca\*\*](mailto:kim@rstprivateplanninggroup.ca)

[\*\*www.theapproachcoachingmethod.ca\*\*](http://www.theapproachcoachingmethod.ca)

## **SOCIAL MEDIA**

 [\*\*@theapproachcoachingmethod\*\*](https://www.instagram.com/theapproachcoachingmethod)

 [\*\*@kimskermer\*\*](https://www.linkedin.com/company/kimskermer)

 [\*\*@theapproachcoachingmethod\*\*](https://www.facebook.com/theapproachcoachingmethod)

 [\*\*www.youtube.com/@KimSkermer\*\*](https://www.youtube.com/@KimSkermer)

## **KEYNOTE**

### **Motivation & Advocacy**

- **“The False Profit, Where Success Lies”**
  - A thought-provoking exploration backed by logic of how the pursuit of wealth and material gain can lead individuals down the wrong path, ultimately revealing that true success is not measured in monetary terms. **Guru vs. Expert**
- **“DIS-Assembly Required”**
  - A raw and real talk around personal discovery and data exploration of **Women in Business.**
- **“Find the Calm”**
  - Look inward to who you really are and what you really want. Dive in towards the eye of the storm, you will Find the Calm that will carry you out of your plateau and into greater growth than you’ve ever experienced before.

## **BUSINESS DEVELOPMENT**

### **Practice Management & Planning**

- **“Unique Value Proposition”. The Root of Your Defined Success**
- **“Pillars & Intentions”. Defining Your Annual Focus and Actions**
- **“Media & Marketing”. Authenticity Wins**
- **“Working within Your Genius”. Team Synergies for Success**
- **“5 Weeks to Focus”. Creating Habits that Stick**



**TAP IN**

**STEP-UP STAND-OUT**

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# Who is Kim?

Kim's approach to coaching incorporates a unique Athletic and Sr. Executive Leadership perspective, drawing on over 2 decades of experience which has taken her to World stages. Her methods have been tried and tested, proving effective for the individuals she champions. With a background in mentoring, training small business teams, facilitating seminars, and accumulating over 27,000 professional coaching hours, Kim has become an expert in guiding ambitious individuals to reach their peak performance.

She encourages her clients to "Find the I" to "Find the Calm." Just like an athlete searching for their inner strength and focus, individuals are urged to look inward, discover their true selves, and determine their genuine desires. Kim believes that by diving into the "I" of the storm, individuals can find the calm that will propel them beyond the plateaus experienced by every high-achiever.

Her coaching challenges the conventional notion of success, urging clients to stop conforming to a single path and instead carve out their own journey. Tuning out external noise and opinions, individuals are encouraged to find direction from within, unlocking their true potential.

The core principles of Kim's coaching philosophy are encapsulated in the mantra: "Create in wonderment, Align with structure, Lead with wisdom, and Master your authority." These principles form the foundation of all pillars within The Approach Coaching Method. Together, they reflect her unparalleled ability to connect with individuals on a profound level, decode complex concepts, and propel high-performing professionals towards their defined success.



Kim  
Kermer

**BIG WORK**  
THE APPROACH COACHING METHOD