



EVOLVED STRATEGY

THE MENTORSHIP

MENTOR:

An experienced and trusted adviser.

MENTEE:

A person who is advised, trained, or counselled by a mentor.

ABOUT US



We are a business and executive coaching firm dedicated to empowering business owners and executives to run successful organisations, perform at an outstanding level as leaders, think strategically, and engage meaningfully with both business and life.

We specialise in leadership development and business strategy. We teach leaders how to embody an evolved style of leadership that includes a high degree of emotional intelligence, understanding how to motivate their teams, having an inspiring organisational strategy, and cultivating a coaching culture throughout their organisation.

David McDermott is the CEO and Founder of Evolved Strategy, and the host of the Evolved Leadership Podcast. David is a leader called upon by leaders and has two decades of experience working with business owners of many SME businesses, as well as senior executives from a wide range of large companies, not-for-profits and government departments.

Examples of some of our SME clients include Key Commerce, Emerald Coaches, Mana Communications, Franchise Simply, Urban Green, GLF Online and Fleetcare. Some of our corporate and social sector clients have included Nespresso, Visionstream, Charter Hall, Salmat, The Port Of Newcastle, Sea Shepherd Australia, Spencer Stuart, Transport NSW and the NSW Department of Family & Community Services.



I LOVE THE ANCIENT DEFINITION OF A MENTORSHIP JOURNEY

When coaches began to approach me to ask if I could teach them what I do, I knew I didn't want to offer a traditional coach training.

Instead, what I wanted to create was a personalized mentorship journey for a coach who is ready to master the art of deep coaching and create a highly successful coaching practice, working only with top quality clients.

And I have created a powerful mentorship program for an already successful practitioner to take their coaching business to a world-class level.



Master The Art Of Deep Coaching

Really successful coaches get that it is possible to go far deeper than helping clients simply achieve goals and build skills. Transformative coaches who are willing to go deep with their clients – really deep - will see their clients' lives absolutely transform.

I have spent over two decades learning and training with world-class coaches, from Australia to the US, from the UK to Mexico. I have invested a great deal of money and time in my own learning journey.

And I have captured the essence of everything I have learned in order to support my mentees to develop their own coaching skills to get outstanding outcomes for their clients.

The Disciplines.

To become highly successful as a coach, you need to master 3 disciplines:

The First Discipline - Deep Inner Work: Because you can't take your clients any deeper than you have been able to go in your own life. You need to be willing to work your process so you can see your own blind spots. The world's most successful coaches all have their own coaches.

The Second Discipline - Fearless Coaching: A willingness to vulnerably lead your clients in the most powerful way possible. It's by taking risks and leaning into your edge — and helping your clients do the same — that you'll find out how far you can go.

The Third Discipline - Creating Clients: Ultimately you need to love creating clients as much as you love coaching clients. Be regularly in conversation with people who might become clients, or who might refer a prospective client your way.

A journey into becoming a highly successful coach requires a significant investment - time, money, energy and more. And as my Mentee you will learn to master all three of these disciplines as we work together, week after week, over 15 months.

The Parts

Here are the five parts of your Mentorship Journey:

1. **VISION:** You will create a powerful vision around the contribution you want to make, the lifestyle you want to have, the impact you want to create, and the income needed to support all that.
2. **STRATEGY:** You will discover your specific genius as a coach and hone your unique abilities so that day-by-day you know exactly what actions to take that leverage your gifts. And you'll create an Avoid At All Costs list so you know what actions not to take.
3. **MINDSET:** You will work on your psychology to let go of any limiting expectations and beliefs that hold you back from achieving what you want to create. Instead, you will create and maintain empowering beliefs that really serve you.
4. **SKILLSET:** You will work on developing powerful Client Creation skills and Peer Community Building skills. And you will develop your ability to take your clients deeper than most coaches do.
5. **ENERGY:** You will create a life with only the people, places and things that truly raise your energy and make you feel fully alive. You'll let go of those that drain you of energy.



Deep Practice

YOUR SECRET WEAPON WILL BECOME PATIENT EXECUTION
OF WHAT EVERYONE KNOWS THEY SHOULD BE DOING

You will create a thriving practice by invitation and referral - growing both your client base and your revenue.

You will build sustainable client creation skills that - over time and provided you are committed - will allow you to easily create money and clients whenever you choose.

THE DETAILS

- **Your Coaching Launch Pad:** We will begin with a half-day Private and Personal Intensive just for you — to launch your program in the most powerful way possible. We will meet in person at a location that works well for both of us. We'll clarify your vision for your coaching practice, deepest desires and impossible goals. We'll zero in on any obstacles that might be stopping you or slowing you down from achieving what you want. We will identify your unique gifts and strengths and bring them to the forefront of your life.
- **Your Deep Coaching Agreement will run for 15 months:** Hiring me as your Coach isn't just for the 'time' we spend in conversation because I coach around INSIGHT. And a single insight can be life-changing and thus, priceless. 12 months of our program will include weekly coaching, with a 3-month coaching break at an appropriate point to apply your learnings. We will regroup after the break to review, reflect and resume our coaching together.
- **Self-Coaching:** You will write a short written report and send to me each week, 24hrs before our scheduled coaching conversation. We will use the report to focus us on your vision, deepest desires, impossible goals and competing commitments. Have this report be as important as a report to a Board of Directors.
- **Client Review Time:** We will take time to focus on your clients in detail, to discuss ways for you to serve them in the most powerful and challenging ways possible. Our coaching journey will also include time for us to review recordings of you coaching your clients.

- **Library of Resources:** Your Mentorship will include access to all of my documented methodologies for creating clients and serving your clients powerfully. In essence, you will have useful and customisable conversational guides for your marketing, sales, and client delivery, which you can tailor to suit your context.
- **Curriculum Time:** Whilst there will be no 'curriculum' for this program I will encourage you to read and review some of the very best books and videos I can recommend that are designed to build your coaching skills and practice-building skills. The coaching, training, reading and assignments I set you will catalyze our time together and provide a strong foundation for you to experiment with and find what works for you, as well as bring questions from your reading and "in the field" research to work through together in our conversations.
- The more successful you become, the higher you rise, the less people around you are willing to tell you what you really need to hear. Your family and friends love you – so they want you to stay 'safe'. I am often the only person in my clients' world, who is not here to please them.
- I won't sugar coat it. I won't let your fears hold you back. I won't believe your 'stories'. I'll tell you how it is. And I'll do that from an authentic and vulnerable place because you are the expert on you, after all.
- I rarely take on new clients who haven't been referred to me.

TAILOR MADE

This is a tailor-made Mentorship so we'll work further details out once you are in. Your personal invitation will have more specific details and an outline of your program.

**MOST PEOPLE DIE WITH THEIR MUSIC STILL
INSIDE THEM. NOT MY CLIENTS.**

**MY COACHING IS NOT FROM A TEMPLATE.
AND IT IS NOT FOR EVERYONE.**

My Promises

I will not PROMISE you success - that's out of our control.

And I will not PROMISE you results - that's up to you.

I will PROMISE to see you as the powerful person I know - no matter what.

I will PROMISE to see you as the powerful person I know - even when you forget to believe in yourself.

I will PROMISE to see you as the powerful person I know - even when circumstances 'appear' to be out of your control.

**YOU WILL KNOW THAT NO MATTER WHAT,
THERE IS SOMEONE OVER HERE WHO
BELIEVES IN HOW POWERFUL YOU ALREADY
ARE.**

Your Investment

This is a 15-month Deep Coaching Mentorship.

It is a \$50K investment.

And this opportunity will cost you far more than money. You must be ready to invest your energy, your time and your commitment to creating something so powerful in your life that it will have a life-long impact on you and every one of your clients.

I work with those whose word is more powerful than any contract or document.

If we agree that this is an "I'm In" decision for both of us - and remember that this is not for everyone - then you'll commit and feel a rush of energy probably alongside some doubts and concerns of whether you are up for the journey. That's ok. It's called being human.

And then we begin ...

If you have any further questions, let's speak.

Sincerely, David



Examples of some of our business coaching client outcomes include:

- **Key Commerce: Digital Marketing Services Provider to Ecommerce stores.** Less than halfway through our coaching program, Key Commerce achieved monthly revenue amounts that were two to three times what they were when we began our work together. They now have a waiting list of clients who want to work with them and as a result, have raised their fees to a premium level. Our primary client, the Founder & CEO, has now also put in place a new CEO to run the organisation and he is now travelling the world and enjoying a healthy profit from the business, without being involved in the operations.
- **Emerald Coaches: Bus and Coach Services in Central Queensland.** We worked with the business owners and leadership team in both a coaching and consulting capacity. We facilitated a comprehensive strategic planning process, identifying new opportunities to pursue such as luxury charter services. We helped to establish e-Mission Zero, a flagship project at Emerald Coaches that is now well underway, and has a vision of replacing the entire fleet of over 120 diesel-powered vehicles with hydrogen fuel cell technology by 2040.

Examples of some of our executive coaching client outcomes include:

- **The Head of Ecommerce at Nespresso** became more communicative with her peers, realising conversation was often more effective in solving problems than sending emails.
- **The Chief Information Officer of property investment group Charter Hall** realised she was micromanaging her team, and pulled right back, giving her team much more autonomy and ability to make their own decisions, and also freeing up her own time significantly to focus on more important things.
- **The Head of People at marketing services provider Salmat** transitioned smoothly into a new senior executive position and effectively resolved challenging internal staffing issues within the organisation.
- **The Head of Communications at Transport NSW** felt more confident to make decisions and assert different views with peers and senior managers. This led to a significant increase in the engagement levels of team members.

Examples of some of our workshop training client outcomes include:

- **Port Waratah Coal Services: Global Coal Export Operator.** We ran team engagement workshops for the entire PWCS team over a period of 2 years, supporting the leadership team to engage the whole company in the new organisational strategy and direction.
- **Port Of Newcastle: World's Largest Coal Export Port.** We ran co-design training workshops for a range of divisions within PON. Attendees were trained in the ability to find innovative solutions to organisational challenges using a collaborative approach.
- **Opportunity International Australia: A Microfinance Lending Charity.** We coached several senior executives at this Australian affiliate of the global Opportunity International charity. We ran coaching training workshops for the Australian group of People Managers, training them to develop their coaching skillset to be able to better coach their teams for high performance.

Examples of some our strategy consulting client outcomes include:

- **Visionstream: Telecommunications Network Construction Services.** We ran a comprehensive strategic conversation process for Visionstream, who are Telstra's largest contractor and built the NBN network. We conducted pre-workshop interviews with team members, customers, and major suppliers. As a result of our work, a range of innovation opportunities were identified, as well as cost reduction opportunities where inefficiencies were reducing profits.
- **Department Of Communities & Justice NSW (formerly Family & Community Services NSW): Child Protection Agency for the NSW region.** We facilitated multi-stakeholder strategic conversations for a diverse group of not-for-profits and government agencies in the child protection space in NSW. One of the innovation projects that came out of the strategic process was the Central Coast Multi-Agency Response Centre, which brought a range of services under one roof and was a prize winner at the Good Design Australia Awards ceremony.

Enjoy some of our free resources below:

- **e-Book: How To Avoid The 10 Biggest Mistakes That Leaders Make.**
In this short e-Book, we provide insight into the biggest mistakes that organisational leaders make, and how these mistakes can be avoided. Download our e-Book [here](#).
- **Podcast:** Check out the Evolved Leadership Podcast [here](#), where we speak to business owners and executives who make the world a better place.
- **Blog:** Enjoy a range of articles and resources to help you evolve as a leader on the Blog section of our site [here](#).