



Corporate Presentation

Serving Businesses & Leaders

- ▶ Virage Coaching specializes in training and coaching for financial advisors, entrepreneurs and managers across Canada.
- ▶ In business since 2008.
- ▶ Serviced over 1 000 clients.

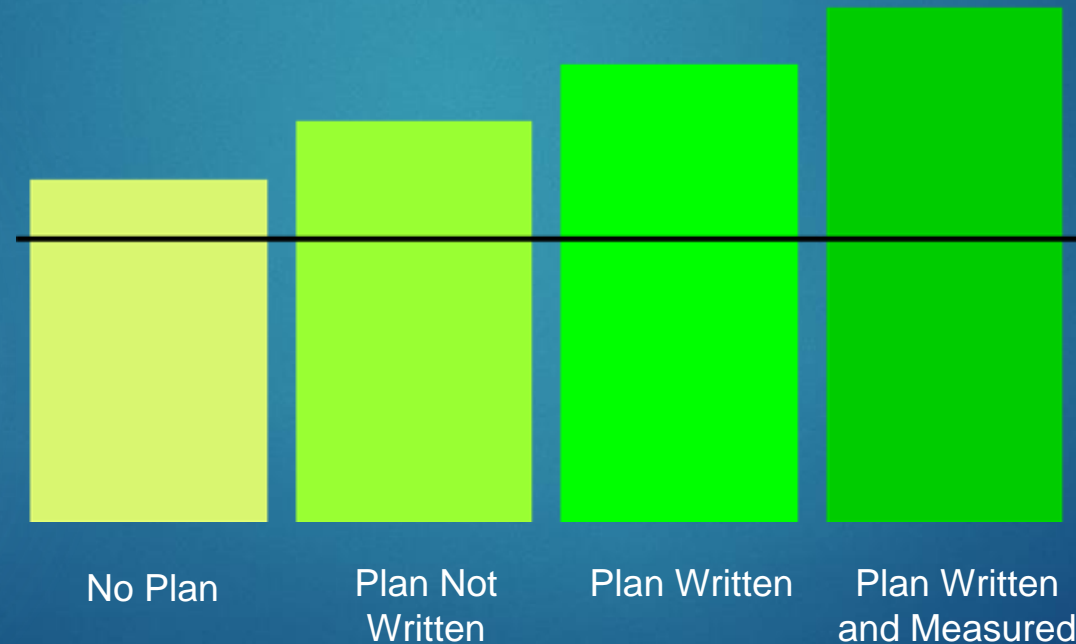
Our Mission

The team of Virage Coaching
is committed to providing you
with the guidance as well as the tools you need
to help achieve your goals
in a faster and more efficient way.

Growth Planning

Businesses having a growth plan they consistently follow, update and measure, grow faster than ones that don't.

Our clients achieve on average a 35% growth in income after 18 months.

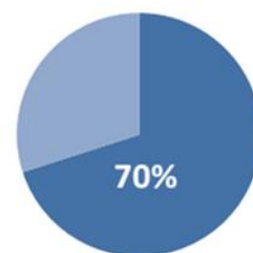


Source: state of the business owner 2012

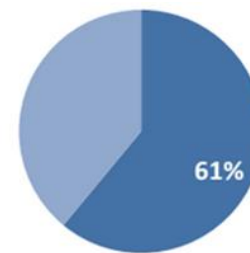
The Benefits of Coaching

▶ Increased Productivity

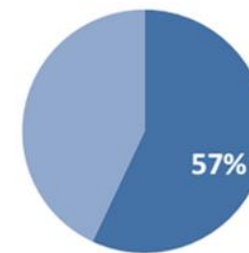
▶ Positivity



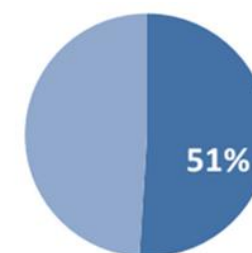
Improved Work Performance



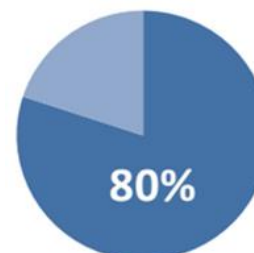
Improved Business Management



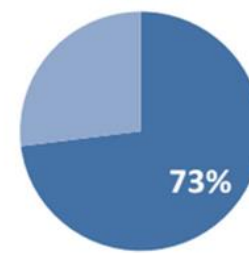
Time Management



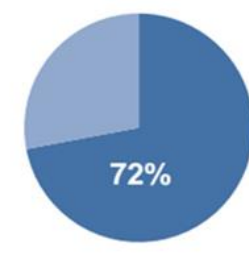
Effectiveness of the Improved Team



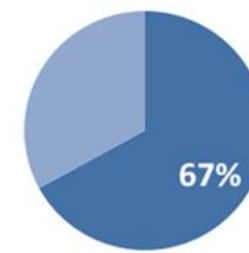
Self-Confidence



Improved Interpersonal Relationships



Improved Communication Skills

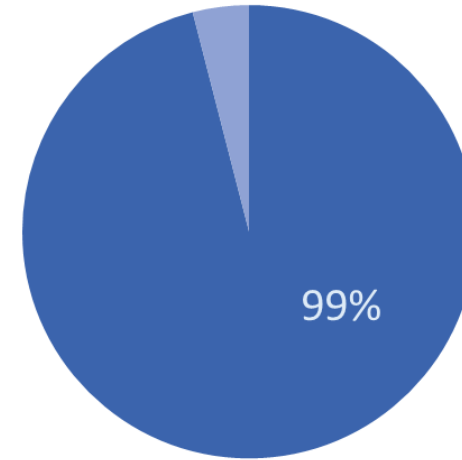


Life Work Balance Improved

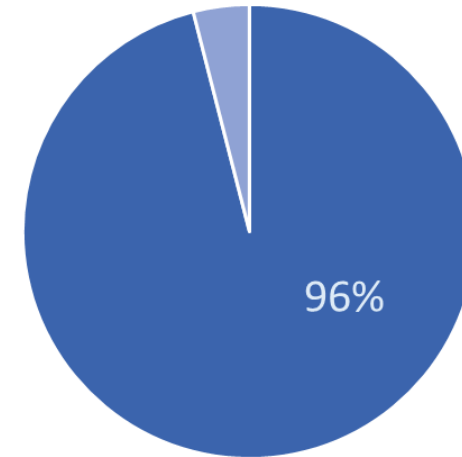
2009 ICF coaching Client Study, 2010 ICF Global Consumer Awareness Study and 2012 ICF Global Coaching

The Benefits of Coaching

▶ How can I ensure that coaching works?



Percentage of people satisfied with their experience



Percentage of people who return to coaching

2009 ICF coaching Client Study, 2010 ICF Global Consumer Awareness Study and 2012 ICF Global Coaching

Our Certified Coach



Brigitte St-Germain

- ▶ B.A., P.C.C.
- ▶ Trainer and certified professional coach, 20 years experience
- ▶ Clientele: entrepreneurs, managers and financial advisors
- ▶ President and Co-Founder of Virage Coaching

Our Trainers and Coaches



Pierre Dauth

- ▶ C.L.U., Financial Planner
- ▶ Trainer, coach and guest speaker
- ▶ Finalist nomination for The Phoenix Award
- ▶ President of Pierre Dauth Financial Services
- ▶ 20 years in the financial industry

Our Trainers and Coaches



Alain Bond

- ▶ Coach and Trainer
- ▶ Investment, insurance and group insurance advisor
- ▶ Partner with BVA financial services
- ▶ Partner with Finanpro Inc from 2012 to 2018, we took the company from 900M AUM to 2B AUM
- ▶ 23 years in the financial industry

Our Trainers and Coaches

Sylvain De Champlain



- ▶ C.L.U., Financial Planner
- ▶ Trainer, coach and guest speaker
- ▶ President of De Champlain Financial Group
- ▶ Board Member with Chamber of Financial Securities in Quebec
- ▶ Co-Founder of Virage Coaching
- ▶ Prizes "Financial advisor most respected by his peers" in 2005 and "Excellence" of the Chamber of Financial Security in 2008

Our objectives

- ▶ Allow you to take **control of your present and your future** to help you achieve your **goals**.
- ▶ To help you be **more efficient** and **more disciplined** in order to enjoy a **better balance** in your life.
- ▶ Guide you to “**do things differently**” in order to **distinguish** yourself within your industry.

Our Services – Group and One-to-One Business & Management Coaching



- ▶ Strategic Planning
- ▶ Leadership Development
- ▶ Time Management
- ▶ Vision and Mission
- ▶ Value Creation Process
- ▶ Sales Training

Our Services

Consultative Selling Training



- ▶ Content development adapted to your industry
- ▶ Sales techniques
- ▶ Training of Sales Representatives and Sales Managers
- ▶ Developing customer relations

Atman Psychometric Testing



- ▶ Evaluates an individual's personality: motivation, attitude and values
- ▶ Measures the level of compatibility of two people or an organization
- ▶ Improves the chances of success when hiring by 75%
- ▶ Evaluates management style and sales style

Our Programs

The programs will allow you to:

- ▶ Pause 4 times over the course of the year,
- ▶ Focus on your life goals (professional, personal and family),
- ▶ Energize you and guide you in making important decisions in order to generate growth.

Our Flagship Program: The Advisor Series

- ▶ Take a time out 4 times/year to **reflect**, make **important decisions** in your life and **commit** to taking action.
- ▶ **Share** ideas and best practices with others facing the same challenges and **reality**.
- ▶ Adopt tools developed for financial advisors in order to **generate growth**, both on a professional and personal level.

The 3 Pillers of the Program

- ▶ Take a time out 4 times/year to **reflect**, make **important decisions** in your life and **commit** to taking action.
- ▶ **Share** ideas and best practices with others facing the same challenges and **reality**.
- ▶ Adopt tools developed for financial advisors in order to **generate growth**, both on a professional and personal level.

Summary of Modules Content-Year 1

- ▶ **Strategic** thinking and planning.
- ▶ Identify personal and professional **achievements**.
- ▶ Focus on particular talents in order to **delegate** effectively.
- ▶ Visualize and **build a plan** of your life goals.
- ▶ Learn to use a “human-based approach” **sales** tool to enhance conversations and **build trust relationship**.
- ▶ Identify and prioritize **your values**.
- ▶ Adopt 3 powerful tools to better **manage your time**.
- ▶ Develop a value creation process to enhance **client experience**.
- ▶ Learn to think **10 times bigger** and build your growth plan.
- ▶ **Share** best practices.

Summary of Modules Content-Year 2

- ▶ Identify and prioritize your **growth strategies**.
- ▶ Build your annual **business** planner.
- ▶ Develop a **communication** plan.
- ▶ Discover a **segmentation** technique and tool.
- ▶ Elaborate your **vision** and **mission**.
- ▶ Create your **contingency** and continuous **improvement** plans.
- ▶ Build your **dream team and delegate** efficiently.
- ▶ Develop your **leadership** skills.
- ▶ Improve your **technological** knowledge
- ▶ Master the **80% Approach** tool.
- ▶ Share **best** practices .

Summary of Modules Content-Year 3

- ▶ Improve your **technological** knowledge (Web-CRM-Social Media)
- ▶ Think and act like an **entrepreneur** (Spartan philosophy).
- ▶ Adopt the **30-day** sprint.
- ▶ 6 ways to enhance client experience.
- ▶ Increase your level of energy and **efficiency**.
- ▶ Improve your **Human Resources** knowledge.
- ▶ Master the **project** planner.
- ▶ Integrate the new **retirement** concept.
- ▶ Create your business **DNA** or unicity.
- ▶ Share **best** practices .

Logistics

- ▶ 4 days of coaching and training per year
(1 full day every quarter)
- ▶ 3-year program (annual renewal optional)
- ▶ All exercises are done during the session, therefore NO homeworks

Our Clients

▶ Financial Sector



Testimonial

*"Coaching is a time to reflect on what you can do for your clients and your own goals.
I never thought I could increase my sales to that extent.
And most importantly, without affecting my family and personal life. "*

A. Martel, Chicoutimi financial center

Testimonial

"I was immediately impressed by the quality of the interventions and the impressive amount of practical tools for the business owner, especially for the financial services industry. The impact on my personal and professional life and on the performance of my company was so tangible that I enrolled my top performers in the program.

After 18 months we generated a 41% growth. "

G. Savard, President of MICA

Testimonial

"I reached my annual goal : a 40% increase in sales over the past year.

I'm so grateful for everything you've brought me. "

G. Leblanc, Financial Security Advisor

Testimonial

After 6 months of coaching, my sales agents had already reached the annual sales target. They are more focussed and motivated.

Thank you to the Virage Coaching team for the tools and guidance!

A. Desjardins, General Manager, Synergia



IN ALL ASPECTS OF YOUR LIFE!

WWW.VIRAGECOACHING.CA