Online Coaching Services Generating Revenue: Bridging the Gap Between Sport, Health, and Wellness.

IGetBetter Wellness

MSc. M.B.A. Stephan Habermeyer, MCs. Christian Marten, Dr. Christopher P. Johnson Ed.D
What we will cover

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Bridging the Gap Between History and the Future

1. Greek Coaches & Philosophers
2. Medieval Apprenticeships
3. Industrial Revolution & Modern Era
4. Birth of Behavioral & Mental Coaches
Medieval Times & Apprenticeships
Learning Through Experience & The Art of Followership

- **Chameleon Effect**
  - Mimicking

- **Social Models**
  - Parents, Siblings, & Peers

- **Apprenticeships**
  - Mentors, Coaches, & Teachers
Industrial Revolution & The Modern Era
Birth of The Resort Spa Coach
Open-minded Coaches Provide Perspective

It’s the coaches and resorts responsibility to continue coaching their guest after they leave
Who is this?
Colonel John Boyd

Airforce pilot & military strategist

Desire to learn
• Combine disciplines
• Blend rules to make something new

Perspective

Military
Sport
Wellness
Health
Law
Business

OODA Loop

Observe
Orient
Decide
Act
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<th>Individual Coaching</th>
<th>Group Coaching</th>
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<tr>
<td>• More Individualized</td>
<td>• Less personal approach</td>
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<td>• More Costly</td>
<td>• Reduces coast to client</td>
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<td>• Higher degree of satisfaction and attainment of their</td>
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<td>goals.</td>
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How Technology is Helping Bridge the Gap

Supply & Demand

Templates & Models

Coaches are no longer limited to face-to-face sessions at the resort.
An Extension of Your Coaching
Engagement

Bringing Static Programs to Life

- Mobile Technology
- Two way instant communication.
- Biometric feedback
- Real-time dual-way response
Cloud Based App

Direct Communication

Wellness Planning

Progress Tracking

Health Uploads

Connectivity Coaching

 uploads
From the number of steps they take to the hours they sleep, IGetBetterWellness Connected Coaching is there, providing:

- Access
- Convenience
- Alerts
- Communication
- Data Security & Privacy

Success
Customize client’s personalized IGetBetter Wellness plan on your computer, establishing goals and fitness parameters, including “alert” monitoring.

Assign wellness plan to your client.

Client logs onto the IGetBetter Wellness app via mobile device, activity tracker and smart scale sync automatically.

Communicate with client as needed through IGetBetter Wellness secure messaging.
• It is at least 10 times harder to make a new client than to retain a client.

• It is also suggested that increasing customer retention rates by 5% increases profits by 25–95%.
People on social networks like and share high arousal posts that spark positive emotions.

Connected Coaching and Positive Behavior

Client Succeeds  →  Client Shares

Coach Gets New Clients  →  Coach Exposure

Coach Gains Followers  →  Coach Succeeds
Coaching Benefits

**IGetBetter Wellness** Connected Coaching dramatically streamlines and personalizes the wellness care you provide.

- First mobile application of its kind to consolidate client health and fitness data into one easy-to-use database.
- Remotely track from your own mobile device or desktop browser.
- Integrate seamlessly into existing health & wellness planning systems. HL7 (FHIR)
Grow Your Business

- Increased Accountability
- Improved Quality of Care
- Enhanced Client Retention
- Revenue Growth
- Repeat Business
Your Expertise, with a Global Reach!

For more information, visit igetbetterwellness.com.