

EXECUTIVES4SUCCESS

THE NEWSLETTER ABOUT EXECUTIVES, BUSINESS SUCCESS AND BUSINESS COACHING

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Business Coaching takes flight in tough times

Eric H. Gore helps business leaders recession-proof their companies, boldly conquer new markets, acquire new customers and re-claim success

By Fred H. Martin

As readers all know, the current economic recession has gripped the U.S. business community resulting in large numbers of employee layoffs and reduced levels of spending by companies now seeking to hunker down until the effects of recent actions taken by lawmakers go into effect and confidence returns to the American consumer.

The trend seems to be continuing to worsen however, with, hardly a day going by that new headlines aren't published announcing tens of thousands of layoffs; and they're not limited to any one segment or region of the U.S. workforce. But, like the local doctor's clinic during the height of the annual flu season crowded with sick patients, many companies facing difficult economic challenges are now turning to certified business experts and specialists, often times referred to as



Eric H. Gore helps business leaders and teams improve their job performance and lives. Gore is president of The Business Coach of Texas.

business coaches, who are trained to help small business owners, executives and sales personnel work through tough issues in order to help weather the relatively short term economic

storm and set their

companies and respective careers on a long term path for increased growth and prosperity.

At least so far, most of Texas has been spared much of the current economic downturn but, according to business coaching expert Eric Gore, president of The Business Coach of Texas, the need for an expert-level, outside perspective has never been greater.

“Sadly, many business professionals often turn to well meaning family or friends for advice on how to deal with the critical issues facing their businesses and careers,” said Gore. “And, just like a patient who seeks the advice of a medical professional when working through an illness or other medical challenge, business owners, CEOs and sales professionals should seek the counsel of a highly trained business coach, equipped with proven coaching techniques and the sophisticated business analysis tools and technologies to get their efforts back on the right course.”

Gore applies more than 25 years of international, Fortune 100 and high-tech business experience and combines the firm's T3 (tools, technologies and techniques) process to enable business executives to reach their maximum potential during and after challenging economic times.

More than just a feel-good, counseling-speak session, Gore offers real-world, valuable business tools to compliment the strategic and tactical planning process during each one to two hour business coaching session. Meeting with Gore monthly, or more often if necessary, each client begins with a base assessment of his or her specific current status. Then, powerful, proven

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coaching methods and assessment tools are employed. As the coach/client process goes forward, the T3 program unfolds, appropriate tools and other measures are deployed and progress is carefully measured regularly until the client's key goals and objectives are met.

“The dawning of a new year is a great time for all business professionals, not just those impacted by the current US recession, to take stock of their progress in 2008 and start developing an objective, measurable plan for success in 2009,” said Gore. “Our coaching process is specifically geared to empower small business owners, executives and sales personnel to find economic and personal success at any stage of their careers.”

Want to learn more about how to recession-proof your business and empower yourself, key executives and employees to thrive in today's economy?

More About Eric H. Gore

Eric H. Gore is a seasoned international business executive and is the founder and president of The Business Coach of Texas. He has more than 25 years of experience in sales, management and executive leadership at Fortune 500 and technology-based start-up companies.

Mr. Gore is a high-tech, sales turn-around specialist who most recently worked with the executive team at a newly formed data security firm. Gore led and helped execute a new strategy that resulted in growth that exceeded 300 percent

in one year, led to a global partnership with a Fortune 20 corporation and a \$22 million venture capital investment.

Mr. Gore is also an experienced multi-national businessperson. He served as vice president of sales for a multi-national corporate account team, vice president of federal sales and also as vice

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president of business development. He also has in-depth institutional technology sales experience with large U.S. federal agencies and multi-national corporations. He is an accomplished public speaker on issues ranging from sales to leadership development. He has a bachelor's degree in business management from The University of North Texas in Denton, Texas, and master's of business administration degree from the Kelley School of Business at Hardin-Simmons University in Abilene, Texas. Mr. Gore is a current member of the Worldwide Association of Business Coaches, the International Coaching Federation of North Texas and the University of Texas graduate coaching program.

A No-Cost Consultation?

Call today for a no-cost consultation. The Business Coach of Texas may be reached at 214-668-1702 or at 903-266-1404, or send an e-mail to eric.gore@thebusinesscoachoftexas.com. More information is also available at www.thebusinesscoachoftexas.com.