



Vanessa Ugatti

The True Worth Expert

MORE MONEY – MORE TIME – MORE FREEDOM



True Worth Group Coaching Programme

The challenge that most law firms have is a lack of confidence in those who negotiate fees because they fear rejection, losing the work or the client.

This is a powerful, yet negative motivator and means that they are not in charge of those fee discussions, right from the start.

Thousands upon thousands can be won or lost in a phone call. It all depends on the competence and confidence in having the right conversations with prospects and clients, at the right time.

My aim is to offer you flexible programmes which address these issues and can be tailored to your needs. Additional time can be added to continue accountability and cement changes.

Why Group Coaching?

Group coaching is for maximum results, is definitely required and really beneficial where more stubborn behaviours cause fee-earners to under-estimate, discount and over-service clients consistently.

Prior to Commencement of the Programme

To guarantee that we can work well together, I always insist on starting the programme by checking that we're a "good fit" and get a real handle on what you're looking to achieve.

This is done using these 3 simple steps:

- A briefing meeting – up to 30 minute video call with all decision-makers to discuss issues, concerns, time-frames and agreement to circulate pre-session questionnaire.



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- Briefing meeting with coachees and decision-makers – up to 30 minute video call to discuss goals and ensure everyone is on the same page and make sure there is good chemistry.

Pre-Coaching Preparation

- Pre-session questionnaire. You will be sent a link to a diagnostic questionnaire which will allow me to tailor the session to your needs.
- You will have access to a Pdf of my Amazon Best-Seller, *'True Worth'* for each delegate, which I recommend they read prior to the commencement of the programme.

It's an easy read and will take delegates no more than 30-45 minutes to read and will give them the foundation needed to start this programme.

- Each coachee will be asked to sign a joint commitment form which details my responsibilities and theirs.
- Each coachee will be asked to complete a client focus form prior to each session which focuses on their actions, wins, challenges and insights. It has two benefits:
 - 1) It acts as a record of the progress they are making, a sort of journal if you will.
 - 2) It helps guide the sessions.

The Coaching Programme

- 18 hours' coaching over Zoom – normally 2 x sessions a month of 1.5 hours each session
- In my experience, this is generally the right amount of time, particularly with stubborn patterns of behaviour, to ensure long-term lasting results so that the benefits of coaching bring you an ROI year in year out.



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- This is also how I operate with one-to-one clients. Remember, we're not just talking about processes, we're talking about changing mind-sets and behaviours and that can take time.
- Email/WhatsApp messaging support in between sessions, as required.
- Sessions will be recorded so they can revisit or in case one of the coachees cannot attend at short notice, they will not miss out. (Recordings will be for that group only and are not to be shared with anyone else.)
- They will be paired up so they have an accountability partner as well as me to support them.

Post Delivery

- De-briefing – this will be a 30-minute call to review the success of this programme looking carefully at the KPIs, that were discussed in the briefing call, to make sure they are going in the right direction.
- If happy, you'll write me a lovely testimonial and recommend me to other professionals, like you. 😊

Investment and Duration

- The maximum group size is 6 people; although the optimum size is 2 – 4.
- TBD, depending on number of attendees.
- Duration of programme: 5 - 6 months.
- If you would like to bolt on extra time, this can be accommodated.

If you have any questions at all
or would like to begin this programme, please call
Vanessa on 01202 743961 or 07957 672335