



## BUSINESS PROFILE

**The opportunity Steve Krummeck pursues is to transform (in the true sense of the word) individuals and businesses / organisations, primarily through behaviour change and (Business Coaching. Behaviour change and change in general is achieved through Executive / Leadership, Business, and Self-Mastery Coaching, his Coaching Conversations Training workshop, self-mastery workshop and associated book (The Game of Life & Success – Steps to Self Mastery & Happiness), and “Happiness Now” workshop offerings, talks, and customised interventions. The foregoing is achieved through integrity, professionalism, excellence, service efficiency and delivery.**

Steve specialises in bringing about a degree of self-mastery within his clients, as well as high performance individuals, teams, and businesses / organisations, which invariably results in exponentially successful individuals, teams, and businesses / organisations.

He affords his clients (individually and collectively) and or their business / organisations a definitive moment in time to achieve anything they set their mind to (within reason) attain a degree of self-mastery, a state of all-round wellness (mind, body, and soul), and reach previously unimagined heights. A 'state' of self-mastery and all-round wellness leads to his clients having phenomenal lives, relationships, careers, **and profoundly successful businesses / organisations.**

Steve enables individuals and companies / organisations to transform from their current state to their future desired state, and to be focused and highly effective. He facilitates the transformation of people's lives, personal reinvention, he enables people to achieve any and all of their realistic goals, and lead purposeful, balanced and fulfilled lives.

Steve's business is more than a coaching business and offers his clients customised transformation interventions to suite their unique challenges / opportunities.

The processes and methodologies employed guide, empower, and assist Steve's clients to ignite their innate power and inner magnificence and wisdom towards reaching their and or their companies / organisations FULL potential.

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This document is intended to provide an overview of Steve Krummeck's offering. It covers, *inter alia*, **who** Steve Krummeck is, what he believes in, **what** his product and service offering is, **why** you should use his products and services, **what** his unique offerings are that add value to you, **what** sets him apart from others in his field, **where** his products and services are available, and some of the outcomes you can strive to achieve through utilising Steve Krummeck's products and services.

## BACKGROUND

### Who Steve Krummeck is

Steve Krummeck is a transformation (in the true sense of the word) coaching business driven by his vision and core values.

Steve's primary objective is tailored and achievable solutions that will work for the organisation and its people. He engages his clients in a partnership that ensures long-term mutual gain. Steve works with management and staff to:

- Design people strategies for success;
- Develop people to enable them to deliver;
- Support behaviour change and drive new ways of thinking;
- Engage in creative initiatives to embed change and bring about and sustain high performing cultures.

The opportunity he pursues is to transform (in the true sense of the word) individuals and businesses / organisations, primarily through behaviour change and business transformation. Behaviour change is achieved through Executive / Leadership, Business, Self-Mastery, Happiness, and Life Coaching, his Coaching Conversations workshop, self-mastery workshop and associated book, mentoring, and his unique "Happiness Now" offerings, talks, and customised interventions.

Steve is passionate about designing sustainable interventions and results for his clients. He believes in the importance of people, and knows that extraordinary performance is a consequence of exceptional teamwork and interdependence.

Steve Krummeck is the founder and owner of the business. Steve founded his coaching business in October 2005.

### What Steve believe in

Steve's business is a values-based service offering driven to unlock value, enable individuals realise their true and full potential, and to identify value adding transformation solutions to his clients' problems / opportunities.

### Service

Professionalism and delivery on his clients' requirements and agreed upon expectations are the underlying values that ensure exceptional service from Steve.

*Steve's vision is to enable his clients realise their true and full potential and a degree of self-mastery, maximise their outputs, and transform their businesses / organisations, careers, interpersonal relationships, and lives, to their chosen future desired state.*

**I am recognized as the preferred coaching and transformation (in the true sense of the word) service provider, world class, and the most highly effective, value-add coaching organisation available in our specified field of coaching in South Africa and abroad.**

**I value *integrity, professionalism, excellence, service efficiency and delivery, and a prosperous, sustainable future for humanity as a whole.***

## **Satisfaction**

Through collaboration and cooperation with his clients, Steve maximises the impact of individual passion, commitment, creativity, and determination to add value, to ensure client satisfaction.

## **Success**

Steve is committed to achieve 'success' in all his client projects, which success is defined jointly between Steve Krummeck and his clients.

## **Business Model**

The business prides itself in its professional and supportive approach to clients. Steve's business model enables Steve to provide services primarily online across South Africa, Africa- and other international countries. This provides for flexibility in regard to managing a large number of projects.

Services are rendered primarily in the private sector, across all industries. Although Steve specialises in corporate People Development solutions, Steve occasionally assists individuals in their private capacity to identify and address development / transformation needs.

In terms of our business model, Steve applies an analytical process of mapping the status quo and future desired 'state' to provide clients with practical business solutions. Amongst other services offered, this may also include strategy and business plan review and or formulation and implementation. Where possible and in collaboration with his clients', Steve aims for evidence-based interventions. Typically, he applies various tools and products during the diagnostic and intervention phases, analyses and interprets information and explains the results within the context of the project scope. Special care is taken to present information in such a way that managers identify with the proposed solution in driving the business forward.

Although Steve is particularly interested in the leadership pipeline, and the development of current and emerging leaders, he specialises in all aspects of talent management on all organisational levels, always incorporating people, processes, and technology.

Through his professional associations, Steve can be technology driven and provide internet-based solutions for some of his services. This strategy proves to be convenient and cost-effective to clients.

Steve's business is relationship driven, and he strives to have long-term engagements with his clients, thereby ensuring sustainable change and related measurable solutions. Steve's relationship with his clients can best be described as 'business partners' where he endeavours to understand the goals and vision of his clients so that he can support them in their strategic imperatives. Together we identify shortcomings, and develop & implement solutions to optimise organisational performance. In doing so, Steve demonstrates flexibility in the search for innovative, value-adding solutions.

## **People Development Philosophy**

Rather than offering all clients the same solution using a single set of pre-defined instruments / interventions, Steve designs customised solutions. As a result, Steve continuously scans the business environment in order to stay abreast with new developments in the field of People Development, to offer the client the best solutions possible.

By in large Steve approaches People Development solutions from three different perspectives; the Individual, the Team, and the Organisation. Depending on the context, the proposed solution may impact on any one or more of these areas.

Below is a brief explanation of the relevance of these perspectives in the process of providing People Development Solutions

### **Organisation**

The strategic intent of the organisation, along with its unfolding culture, are but two of the lenses Steve takes into consideration when designing tailored interventions. While goals are diverse, they are mostly centred around the aim of achieving optimal organisational performance. Several diagnostic tools can be used to identify problem areas / opportunities within the business.

### **Team**

To optimise the team's performance, Steve assists clients in the design and facilitation of team development interventions (such as team and or one-on-one coaching). The most appropriate instruments and techniques are selected to identify the reason(s) for unsatisfactory team performance. Part of the focus would be to engage in analyses of team functioning as well as instruments to enhance understanding between colleagues. Once the team profile is known and barriers have been identified, Steve would provide group and or one-on-one coaching and other similar interventions to improve performance on team level.

### **Individual**

The most granular of our interventions exist on the individual level. The context of the team and the organisation is never far removed from the individual and this is always the framework of any individual intervention. Steve uses a wide range of tools (such as one-on-one interviews and assessments) to gain insight into the individual's capacity to perform. Often, an individual's performance is a function of both their ability to perform, and their level of motivation. An individual's assessment profile can serve (if assessments are used in an intervention with our client) as a critical source of information when planning the most appropriate intervention. Steve is equipped to plan and facilitate a variety of development strategies, which may include individual coaching or similar interventions.

**Steve executive coaching panel (Not applicable at present)**

Steve has access to several coaches, mentors, psychologists, psychometrics, and other associated professionals who are either certified coaches, and or hold masters / PhD degrees in coaching and or their related area of expertise. All our coaches are members of COMENSA (Coaches and Mentors of South Africa) and or the International Coaching Federation (ICF).

**Steve executive coaching services overview**

Steve has undertaken several transformation / coaching projects to-date and has extensive experience and credibility in the project design, implementation, and project management of small, medium, and large scale `executive coaching,` mentoring projects in South Africa.

**My mission is to enable the leaders of tomorrow NOW, toward prosperous organisations and a sustainable world.**

### **Coaching - Executive, Leadership, Business, Self-Mastery & Happiness - group and or one-on-one)**

Leadership and business coaching is **growing rapidly**. It's part of the **Professional Services & Education sector**, which is expanding due to demand for executive training, personal development, and corporate performance enhancement.

- **Why It's Growing:**

- Companies are prioritizing leadership development.
- Remote work and hybrid teams require new management strategies.
- High-performance coaching is in demand among entrepreneurs and executives.

Business coaching is a **multi-billion-dollar** industry with solid growth potential, especially in **executive coaching, career transitions, and leadership training**.

Steve offers group and one-on-one coaching to individuals and organisations through several methodologies and processes. Positive Psychology is also intertwined into his coaching offering (which is often used in organisations / businesses wellness programmes). Steve pride's himself in affording his clients a truly superior coaching experience.

Steve uses a multitude of leading-edge coaching interventions, including several internationally recognised **assessments**, thus affording you a leading-edge service offering.

#### **Business Coaching**

With over thirty eight years of hands-on experience in the corporate and business sectors, alliances with top class Organisational Development Practitioners, Steve is well placed to offer businesses Talent Management Programmes and Leadership & Development evaluation and implementation interventions, Implementation of Coaching Programmes, and Coaching Conversations workshops, Assessments.

All the foregoing interventions are customised to suite Steve's clients' needs thereby ensuring maximum value add to the business / organisation.

Extensive consultations between key and identified stakeholders within Steve's clients' environment ensure a holistic, strategic approach is adopted and implemented.

Steve uses a multitude of leading-edge coaching interventions, including several internationally recognised assessments, thus affording you a leading-edge service offering.

#### **Coach Training Workshop – Coaching Conversations (For Supervisors, Managers, & Executives / Leaders)**

This two-day workshop will train you, up-skill you, develop you, empower you, and give you the tools, know how, and expertise, to hold, manage, and lead quality professional Coaching Conversations with your staff and or teams. Coaching is recognised worldwide as one of the most effective 'means to maximise individuals and teams' productivity, development, self-realisation, interconnectivity, interdependence, behaviour enhancement, improved cognitive functioning, AND most importantly, innate power and full potential. The Coaching Conversations workshop assists you move in the direction of achieving the outcomes of a professional Executive / Leadership and Business Coach at a FRACTION of the cost of one-on-one and or team coaching.

## **Talent Management**

Interventions may include some / all the following, based on the identified needs within our client.

- Review of existing talent management strategy & business plan. Also, align to business strategies & plans;
- If necessary, re-formulate the foregoing (inclusive of recruitment strategy & plan), ensuring all identified stakeholders are involved;
- Structure optimised to match strategies & plans;
- Processes (business & talent management) optimised to match strategies & plans;
- Controls and measures of success (business & talent management) optimised to realise talent management strategy;
- Map required skills, competencies, qualifications, behavior competencies per position;
- Right people in the right positions?
- Training & development / talent management programme planned, mapped, tracked, and reported on. To include as a minimum –
- Recruitment, onboarding, link talent management to strategic workforce planning, employee learning & development, performance management, career development, succession planning, and compensation.

## **Strategy and Business Plan formulation**

To a large degree businesses / organisations success is dependent on a well develop, implemented, and executed strategy and business plan. Many years of formulating and implementing strategies in the corporate sector, as well as for clients of Steve's business, positions him perfectly to supply a leading-edge service in this regard.

## **Assessments**

Steve uses a multitude of internationally recognised assessments, thus affording you a leading-edge service offering.

On occasion Steve recommends the use of assessments be included in interventions, where appropriate. Through a consultative process (an industrial psychologist will be included in said discussions if need be) we discuss, explore, and agree upon the most suitable, value adding assessments, whether they will add value and enhance the overall results of the coaching / other intervention/s. The outcomes of the assessment/s are integrated into the coaching intervention, thereby ensuring maximum return on investment. **Assessments are optional** and highly recommended.

If appropriate and agreed between all stakeholders, an Industrial Psychologist from the assessment centre is included in the upfront "briefing session", thereby affording an opportunity to discuss any further assessments that should be included in interventions, (thus affording maximum return on investment for the coachee {the person being coached}).

## **Workshops (coaching, personal and business transformation)**

Over and above Steve's pre-designed workshops, he develops and **designs workshops tailored to YOUR specific desired outcomes and** or what he determines necessary to include based on his findings (through a consultation process) in the area concerned.



Example of workshop themes are as follows: -

- Effective goal setting and achievement thereof;
- Becoming a strategic and inspirational leader;
- Finding and living your purpose and destiny and living both with passion;
- Achieving self-mastery;
- Actualising your thoughts;
- Finding balance AND living it.

These workshops are professionally hosted by Steve Krummeck (and other professionals is necessary) who has been fortunate enough to facilitate a wide range of topics over the last ten years, both locally and abroad.

**“The Game of Life & Success – The Steps to Self Mastery & Happiness”  
Workshop – Varies from client to client, either over three days or an eight-week programme**

**Personal Transformation & Personal Mastery workshop**

This is arguably one of the most powerful transformation programmes available on the market. The workshop was developed because of Steve Krummeck’s book, “The Game of Life & Success – The Steps to Self Mastery & Happiness” being published. Other reasons the workshop was developed is the massive need worldwide for individuals to transform their lives, careers, relationships, and businesses / organisations they work within / lead / own.

As with the book, the outcomes are profound but more deeply integrated because of the ‘steps’ being ‘taken on’ through processes carried out during the workshop. Outcomes as outlined in the book section above apply to the workshop as well.

The workshop can be run for single participants, groups, and or businesses / organisation.

**The Game of Life & Success – Steps to Self Mastery & Happiness  
Talk - Between two to five hours**

Participants will receive an overview of the sixteen ‘steps’ featured in the book by the same title, a high-level overview of the process to take on the ‘steps,’ as well as the benefits (self-mastery and therefore the likelihood of drawing to them that which they desire {within reason}) of taking on the ‘steps’ as a way of being.

**The Happiness Now workshop**

**An eight-week programme, once a week for four to five hours per session**

Steve Krummeck (business owner & lead coach) is one of a handful of people in South Africa who has developed and runs a workshop to train individuals and groups on how to be happy / happier AND the benefits of being happy as detailed below.

The Happiness Now workshop in question utilises processes (amongst others as detailed in my book, “The Game of Life & Success – Steps to Self Mastery & Happiness) that were developed by an international expert who holds a PHD in happiness. The workshop enables individuals to be happy / happier and to feel good on an ongoing basis. Other benefits of attending the workshop appear below.

This workshop is highly interactive, fun, energising uplifting, and life transforming. The workshop can be run for single participant, groups, and or businesses / organisation.

## **Why Happiness & the Benefits of Happiness – The Case for YOU and Business / Organisations**

People who are happy or become happy/happier through this programme tend to be more effective, be more cooperative, are pro-social and charitable, are more likely to enjoy superior work outcomes (Greater Creativity, Increased Productivity, Higher Quality of Work, and earn Higher Incomes), are more likely to have a stronger immune system, are more likely to live longer, are more likely to be more emotionally healthy, are more likely to enjoy larger social rewards (More likely to marry, Less likely to become divorced, More likely to have more friends, More likely to enjoy stronger social support, More likely to enjoy richer social interactions), are more likely to be more active, have greater energy and flow, and are more likely to exhibit greater self-control and coping abilities.

Recent studies are revealing an important reason why happiness is so important to us all. A growing body of research is demonstrating that as we become happier, the quality of our lives improves dramatically and in general we become better people. As we become happier, we become more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place. Organisations / businesses that have a happy culture and happy employees, a happy way of being, enjoy all the foregoing as well as reduced stress levels and reduced absenteeism, and therefore fewer medical claims. In employees there is greater commitment, confidence, contributions in general, and more of an inclination towards achieving their and the businesses full potential. Research shows that anywhere between forty to sixty percent of the population is unhappy at any given point in time, equating to a large percentage of the population / of your employees either not enjoying, or enjoying less of all the foregoing. This alone is a powerful case for being happy and or bringing about a positive, happy culture within your business / organisation.

In 1980, the New Zealand team of Lichter, Haye and Kammann conducted their own happiness-increase experiments using different strategies, and in 1983, Dr. Fordyce replicated and refined his initial study. These three classic papers showed that individuals could be taught to increase their happiness (an average of 25 percent) through training lasting only a few weeks.

### **“The Happiness Now” – Talk**

This one-and-a-half-hour talk (two hours if the session includes participants designing their own vision board) assists participants understand what happiness is, what 'Being' happy entails, what the benefits of being happy in one's life, relationships, career, AND organisation are, and how to become and STAY happy, to be in a 'state' of 'Being' happy.

This highly interactive, fun, energising talk gives participants steps and tools to be happy, increase their levels of happiness, and enjoy the benefits of Being happy / happier.

### **Happiness Assessments**

Two European assessments are used during the Happiness Now workshop to determine how happy / unhappy individuals are, as well as how good or bad individuals are feeling.

The outcomes of these assessments' highlight individuals who are not happy / could be happier, those who feel bad as opposed to good, and therefore those individuals who should go on our Happiness Now workshop. Scientific evidence shows that individuals' who attend happiness workshops such as ours, enjoy the benefits outlined in the Happiness Workshop outlined above.

### **Why focus on your happiness, happy employees, and a happy culture?**

A growing body of research is demonstrating that as we become happier, the quality of our lives improves dramatically and in general we become better people. **As we become happier, we become more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place.**

Businesses and organisations' (hence forth referred to as "business" / "businesses") that have a happy culture and happy employees, a happy way of being, enjoy all the foregoing as well as reduced stress levels and reduced absenteeism, and therefore fewer medical claims. In individuals there is greater commitment, confidence, self-belief, motivation, contributions in general, and more of an inclination towards achieving their and the businesses / organisations' full potential. Research shows that anywhere between forty to sixty percent of the population is unhappy at any given point in time, equating to a large percentage of the population / of your employees either not enjoying, or enjoying less of all the foregoing. This alone is a powerful case for being happy and or bringing about a positive, happy culture within your business, and therefore measuring the levels of happiness in your business.

### **The Good News**

Research shows overwhelmingly that individuals and groups can be 'taught' to be happy within a couple of weeks. That is, participants' happiness levels increase through happiness training, such as through attending The Happiness Now workshop. The Happiness Now workshop has proven its worth by tracking participants' happiness levels as well as how 'good or bad' they felt over the eight-week workshop. That is, those who have attended the Happiness Now workshop show a steady increase in their happiness levels and how good they felt, week after week while attending The Happiness Now workshop. Furthermore, the shifts are sustained due to workshop attendees shifting into a 'state' of Being happy. In addition to this, workshop attendees tend to have improved heart rate functioning, or heart rhythm coherence, improved cognitive functioning, and improved body chemistry (all contributing to improved emotional, mental, and physical health and wellbeing).

### **More compelling reasons to be happy and or for happy cultures within business**

Business benefits of having happy employees and a happy culture. These are **compelling** reasons to inculcate a happiness culture within your business.

#### **Stronger immune system**

- More likely to have a stronger immune system, improved body chemistry and heart rate coherence

#### **Superior work outcomes**

- More likely to enjoy superior work outcomes
  - Higher brainwave functioning
  - Greater Creativity
  - Increased Productivity
  - Higher Quality of Work
  - Higher Income

#### **Larger social rewards**

- More likely to enjoy larger social rewards
  - More likely to enjoy stronger social support
  - More likely to enjoy richer social interactions

#### **Better emotional health**

- More likely to be more emotionally healthy

- More likely to be more active, and have greater energy and flow

### **Less symptoms of psychopathology**

- Less likely to show symptoms of psychopathology
  - Less Depression
  - Less Suicide
  - Less Paranoia

### **Greater self-control and coping abilities**

- More likely to exhibit greater self-control and coping abilities

### **In summary, happier people: -**

- Persist longer on tasks;
- Select higher goals;
- Produce superior outcomes
- Discover rewards in mundane ordinary events
- Have better relationships with their loved ones, peers, boss, and customers
- Have a bolstered immune system
- Have more energy and activity
- Are more productive and engaged
- Have greater self-control and coping abilities
- Enjoy an upward spiral of success
- Are more likely to accept change

### **Long term outcomes of being happy include a positive shift in an individual's attributes.**

#### **Primary Attributes of the 'Happy'**

- Independent Inter-dependence
- Integrated Thinking, and Live Consciously
- Self-responsible, and Gratefulness
- Dynamic, Persistent, Courageous, Open Flexibility, Emotional Acceptance

### **"The Game of Life & Success – The Steps to Self Mastery & Happiness" (Book) Personal Transformation & Personal Mastery book**

The book presents insightful and focused life-altering 'steps' to bring about profound personal transformation and, therefore, the accomplishment of your chosen future desired state, realistic dreams, and goals.

Living these 'steps' will have a direct influence on your thinking and consequently empower you to manifest the life and relationships you want, as well as enable you to bring about a highly successful career / business / organisation.

The book taps into ancient wisdom dating back thousands of years and this is intertwined with current success principles as well as 'modern' knowledge gained through researching the connection between thoughts and outcomes. This knowledge is now widely accepted and the principles are used successfully in business and all aspects of life.

This book delineates sixteen steps leading you to becoming empowered to embrace life while experiencing transformation personally and, in your relationships, and career. Your thinking will be influenced profoundly, resulting in Self Mastery and Happiness.

The book offers insight into several modern research studies which prove that our thinking, emotions, and values affect all aspects of our lives.

You will gain an increasing understanding of yourself and your environment. The steps outlined will clarify how to affect all areas of your life, relationships, career, and business / organisation that you find yourself within. The positive effects will spread in an ever-widening circle like ripples on a pond. Each step is enriched by case studies that reflect some of the following questions:

Do you listen to and trust your intuition?

Are you pursuing your passion?

How could positive and cognitive psychology help you?

How can you 'control' your brain and generate the results you want?

Do you choose to direct your life and career?

What would make your life more fulfilling?

What about you is unique which can contribute?

How do your values and beliefs determine your choices?

This book can take you on a life-altering journey if you CHOOSE to take the steps leading to fulfilment, success, and happiness.

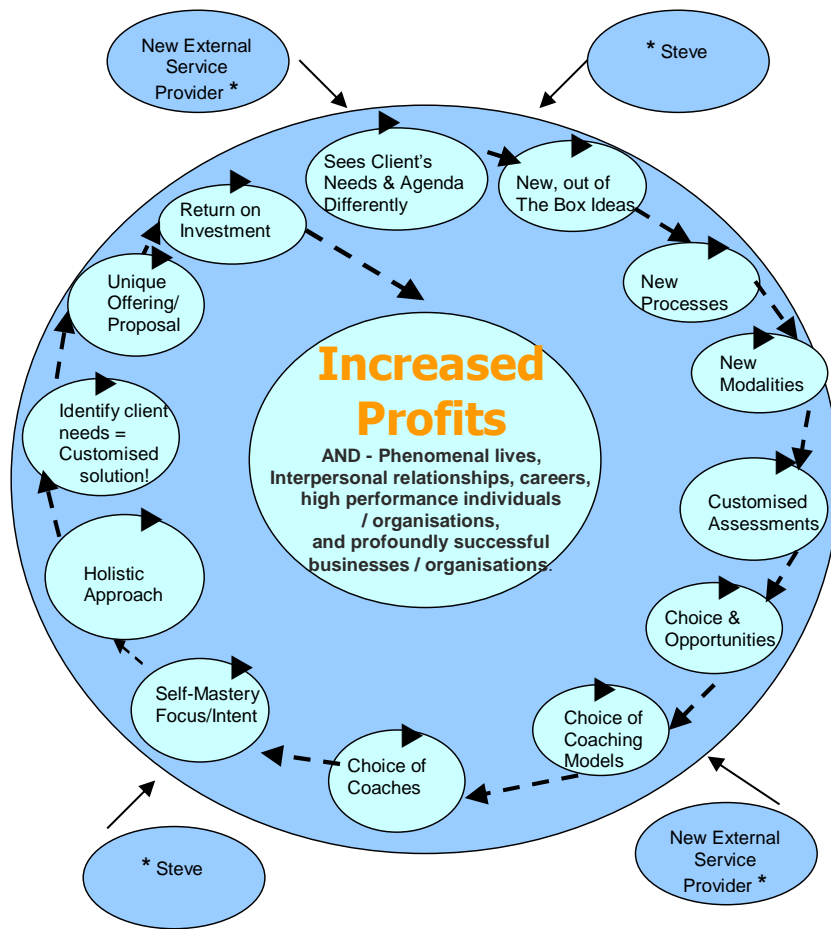
## WHY USE US? WHY ARE WE THE BEST 'PICK' FOR YOU?

Graphic representation of staying as you are (keeping your existing transformation service provider) *as opposed to introducing and using Steve's products and services.*



**NOW GO TO THE NEXT PAGE FOR THE  
GOOD NEWS**

# Transformation Through Steve / Steve Krummeck



\* Above = Steve

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## WHY USE STEVE'S SERVICES?

- First and foremost, Steve has **unique offerings** that set him apart from others in his field of expertise. Therefore, he offers more value to YOU;
- Steve has over thirty-eight years' first-hand experience in most business / organisations disciplines;
- Steve is a preferred coaching services provider in South Africa;
- Steve's customised interventions realise his clients' intended outcomes;
- Steve specialises in Executive / Leadership, Business, and Self-Mastery Coaching;
- He has access to (therefore they are available to you) Results certified coaches, Co-
- Steve effects **positive and sustainable change** in individuals, groups, and businesses / organisations. The change he effects results in cost savings to your business / organisation (Return on Investment – ROI);
- He assists and enables his clients realise their full power and potential, as well as bring about high-performance cultures within businesses / organisations;
- Steve assists you bring about effective interpersonal relationships. Effective relationships after all are the core reason individuals, interpersonal interactions (one-on-one relationships, business relationships, marriages, and so on), individuals' careers, companies / organisations, and countries prosper and enjoy immense success;
- Steve adopts a holistic approach to its coaching processes and methodologies. Where suitable and requested by Steve's clients, he integrates a leading-edge wellness (mental and physical) element into our customised coaching interventions;
- Steve will shift your awareness to a perception of personal choice as being your innate power to achieve anything you see in your mind's eye, set your mind to (within reason), and undertake the necessary actions to achieve;
- A powerful key to Steve's clients' success in their journey with him in coaching sessions (whether as individuals or as an individual within a group or organisation) is for the client to identify AND ULTIMATELY ACHIEVE their goals, dreams, aspirations, wants and needs. In addition, they would now feel empowered to determine and live their passion and purpose in life, as well as their vision, and destiny. Steve's clients come to realise AND utilise the AWESOME POWER OF THOUGHT IN RELATION TO REALITY; that is to say, THOUGHT BECOMES REALITY! This scientifically proven concept is effectively used in our one-on-one and group (business, corporate, organisations in general) coaching;
- One of Steve's core reasons for existing is to enable people to find and live their purpose and passion with great exuberance. Steve also enables people to lead balanced, purposeful, effective, and fulfilled lives. By choosing to live their destiny and legacy they ultimately embrace self-mastery, and experience the immense power of actualising their thoughts;
- One of Steve's passions is to as best as possible enable his clients to achieve every realistic goal, overcome, and solve every problem, and reach their new desired state. Steve's energy and dedication is palpable and this alone sets him apart from other coaches in the coaching fraternity.



## WHAT ARE OUR UNIQUE OFFERINGS (AMONGST OTHERS) THAT ADD VALUE TO YOU?

- **The book, "The Game of Life and Success – Steps to Self Mastery and Happiness";**
- **The Happiness Now workshop** – Truly unique in South Africa. This can be described as a 'positive psychology' intervention / programme designed to (amongst other things) enable you become happy/happier, more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place;
- **Happiness Now Talk;**
- **Self-Mastery workshop and talks;**
- **Coaching Conversations Workshop for Leaders and Managers;**
- **Steve customises transformation interventions** (which might include transformation coaching) suited to your unique circumstances and desired outcomes.

## WHAT SETS STEVE APART FROM OTHERS IN OUR FIELD?

- Steve's Unique Offerings;
- Steve has over thirty-eight years' hands on working experience in the corporate environment. Few coach's and coaching companies can attest to this;
- He draws on a minimum of fifteen years of related experience, qualifications, and skills;
- Amongst others, Steve's corporate experience (and associated qualifications) is in the following areas: -
  - Project management, marketing management, human resource management, business management, financial management, administration management, sales management, reengineering, communication science, public relations, coaching, training and development, workshop facilitation (locally & internationally), and more.
- Steve is amongst a handful of professional coaches who effectively weave, Psychoneuroimmunology (PNI) principles, and Positive Psychology principles, into our clients' coaching sessions, thereby assisting them to achieve their realist goals, in effect everything (within reason) they set their minds to (realise 'What You See {in your mind's eye} Is What You Get');
- Steve uses a set of internationally recognised customised assessments (people assessments) that will measure/assess your specific requirements, thus resulting in a truly customised coaching intervention. The assessment/s are interpreted by top class Industrial Psychologists;
- Steve is the **author of the Book, "The Game of Life – Steps to Self Mastery and Happiness"**. This book is unique in the world and transforms individuals (therefore groups, companies, and organisations) in a profound way. The book is designed to bring about a state of personal mastery (amongst a multitude of other outcomes);
- Steve Krummeck developed and presents the **workshop (the only one of its kind in South Africa - SA) titled, "The Game of Life – Steps to Self Mastery and Happiness"**. This workshop is arguably one the most powerful transformation workshop offered in SA which results in profound individual, relationship, career, business, and organisation transformation, including personal mastery;
- Steve imparts "The Steps to Self Mastery and Happiness" to his clients as a guide to achieve the unimaginable (within reason);
- Steve Krummeck is one of a handful of people in South Africa who has developed and runs a workshop to train individuals and groups on the Happiness Now workshop. The **Happiness Now workshop** utilises processes (amongst others) that were developed by an international expert who holds a PHD in happiness. People who are happy or become happy/happier through this programme tend to be more effective, be more cooperative, are pro-social and charitable, are more likely to enjoy superior work outcomes (Greater Creativity, Increased Productivity, Higher Quality of Work, and earn Higher Incomes), are more likely to have a stronger immune system, are more likely to live longer, are more likely to be more emotionally healthy, are more likely to enjoy larger social rewards (More likely to marry, Less likely to become divorced, More likely to have more friends, More likely to enjoy stronger social support, More likely to enjoy richer social interactions), are more likely to be more active, have greater energy and flow, and are more likely to exhibit greater self-control and coping abilities.

## SOME OF THE OUTCOMES THAT YOU CAN STRIVE TO ACHIEVE THROUGH UTILISING OUR SERVICES?

- To become (or build on what is already present within the individual and or the organisation):
  - Empowered,
  - Focused,
  - Value adding,
  - Highly effective at interpersonal communication;
  - A high performer,
  - Highly effective individuals, leaders, teams, companies, and organisations;
- Performance & leadership improvement and maximization;
- A transformed life, personal reinvention, fulfilled, purposeful, a balanced life;
- Enhanced personal and or work relationships;
- More clearly defined individual or organisation agendas;
- The realization **AND utilization** of (their individual and or their companies/organisations) –
  - Their limitless potential, life purpose & passion in life;
  - Their dreams & aspirations and wants & needs;
  - Their legacy;
  - Their vision;
  - Living and working ethically;
  - Creative mind power (What You See Is What You Get ®) - **improved personal and organisational results, more fulfilled and balanced life, and organisation;**
  - Defined and realised future self and or organisation;
  - Mastering their own destiny/organisations destiny;
  - The power of collective positive thought/vision;
  - Enhanced problem-solving capabilities;
  - Self-management; and
  - Personal & organisational long-term goals realised.
- Mastering personal & or company/organisational choice and problem-solving capabilities;
- More rapid realization of personal and or organizational goals;
- Understanding, seeing and creating **personal opportunities** within the individuals life for his/her own benefit and or that of the organisation; thus **optimising outcomes for the individual and or the organisation;**
- **Changed behaviours** within a system (an organisation for example) to **bring about positive outcomes;**
- A comprehensive analysis of the individuals and or their organisations Strengths, Weaknesses, Opportunities, and Threats (SWOT analysis), and associated Threats, Opportunities, Weaknesses, and Strengths (TOWS) analysis, and a resultant life and or organisational strategy and plan; and
- Become a whole person - mind, body, soul/spirit.

Taking charge of your life and or your business / organisations team's success will be the single most important step you ever take. Whether you have taken this first step or not and wish to:

- Achieve personal mastery,
- Reach previously unimagined heights,
- Be a top performer, a peak performer,
- Bring about a peak performance culture within your business / organisation;
- Be or build on being a strategic, effective, inspirational, high value add leader, executive, and manager,
- Have truly rewarding relationships,
- Maximise your interpersonal communication skills,
- Turn your life and or business / organisation around,
- Lead a rewarding, balanced, and fulfilled life,
- Change any aspect of your life, business / organisation,
- Identify and live your passion, purpose, and legacy, and more, then...

**Steve's coaching methodology will assist you.**

As a coach, Steve Krummeck will facilitate the 'opening of his clients' flood gates' to a completely new world. Steve is aware of the importance and impact that he and any of his associates have on his client/s. In view of this, the client is the 'centre of our universe' during coaching sessions. Steve channels the immense power in coaching sessions in such a way as to enable you to achieve your desired goal, solve the problem at hand, or reach your desired future state.

Remember, you hold the key to your future. Steve and his associates products and services help you use your key more effectively, guides, empowers, and ignites you to take that key and use it wisely and to its fullest potential.