

# CEO Coaching & More...

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Industry: \_\_\_\_\_

Business Address: \_\_\_\_\_

\_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

How did you hear about CEO Coaching & More ...? \_\_\_\_\_

\_\_\_\_\_

Which functional areas within your business are you responsible for?  
(Check all that apply)

General management \_\_\_ Leadership \_\_\_ Finance/Accounting \_\_\_

HR \_\_\_ Technology (IT) \_\_\_ Operations \_\_\_ Marketing \_\_\_

Procurement \_\_\_ Production \_\_\_ Customer Service \_\_\_ Networking \_\_\_

R&D \_\_\_ Sales \_\_\_

Number of Years in Business: \_\_\_\_\_ Fiscal Year End: \_\_\_\_\_

## Application

### Program Qualifications

- ✓ operate as the chief decision maker
- ✓ lead a company that has been in business at least 2 years
- ✓ employ at least 3 full-time employees
- ✓ generate annual sales in excess of \$400,000

The program costs \$99 per month and requires participants to make a one-year commitment.

HEMP referrals receive first preference.

### Submission Guidelines

Please include the following materials with your completed application.

- Current Balance Sheet
- Financial Statements for the past 2 years
- Resume
- Submit a Request for Counseling Form, which you can access and submit online at [missouri.ecenterdirect.com](http://missouri.ecenterdirect.com). Sign up under "client signup."



Helzberg Entrepreneurial  
Mentoring Program



Funded in part through a cooperative agreement with the U.S. Small Business Administration. Programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two week in advance. Contact Carmen DeHart, 4747 Troost, Kansas City, MO 64110, 816.235.6063.

# CEO Coaching & More...

Are you the founder of the business?  Yes  No

If not the founder, how did you enter the business? Purchase      Family      Other

If not the founder, what year did you enter the business? \_\_\_\_\_

Current Number of Employees: Full Time \_\_\_\_\_ Part Time \_\_\_\_\_ Contractors \_\_\_\_\_

	Annual Revenue	Number of Employees	% Revenue Growth	% Profitability Growth
2007	_____	_____	_____	_____
2006	_____	_____	_____	_____
2005	_____	_____	_____	_____

(Note: Current and past economic conditions are considered when reviewing this information. Any direct owner/operator benefit, such as salary or dividends, may be considered profit.)

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Do you have a board of directors?  Yes  No

Do you have an advisory board?  Yes  No

*CEO Coaching and More . . . is sponsored by*



# CEO Coaching & More...

**What are the three greatest mistakes you have already made in growing your business--and what did you learn from your mistakes. (May be answered on a separate page.)**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Lessons learned: \_\_\_\_\_  
\_\_\_\_\_

**What is your largest success in growing your business and how has this changed the way that you lead the company? (May be answered on a separate page.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**As a leader of a business, in what areas do you need the most help to move your business forward? (May be answered on a separate page.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Why do you want to be involved with CEO Coaching & More . . .? (May be answered on a separate page.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*CEO Coaching and More . . .  
is sponsored by*



Helzberg Entrepreneurial  
Mentoring Program

