



The 4LIFESTEPS® Business Model

- ☒ **You are gifted, called, and anointed for a life of meaning**, even though you might not fully know yet where or how it shows up or for what grander purpose?
- ☒ **You have more potential to unlock and unleash** than you realize!
- ☒ **You are a leader**, even if you don't feel like it or think so! Everyone leads someone or something somewhere somehow at some time in life!
- ☒ **You have what it takes** to flourish and succeed. But you might just need someone such as a success coach to show you where that best place of influence is and how you can get there!
- ☒ **You are only 4LIFESTEPS® away** from achieving and excelling at whatever you set your heart and mind to!



Premise

4LIFESTEPS COACHING & CONSULTING® originated with a simple desire to motivate, mentor, and mobilize those wanting to discover and develop more of their potential as it relates to their life and leadership calling and move further ahead in pursuit of their dreams. This business is personal

to me because of the rewards and life-changing results I have experienced in my own life and leadership journey from simply applying this exclusively learned process of next level thinking that has become my **4LIFESTEPS®** coaching philosophy.

Taking any next step requires a combination of strategic and systematic thinking, which, for many people, is an action that is not only difficult to put into practice but is also often considered risky. **4LIFESTEPS COACHING & CONSULTING®** makes it easier to take those next level life steps with increased certainty and confidence because of its uniquely designed systems, purposeful strategies, and strength-based approach to coaching.

Early in my career as a pastor and leader, I chose to pursue a fuller and deeper understanding of leadership, and I made it my goal to acquire as much insight into leadership development as I possibly could. Along the way, I also developed a passion for sharing life-based, strengths-based, grace-based principles and practices that I now use as tools to shape the forward trajectory and future legacy of those I train and coach.

In January 2025, I founded **4LIFESTEPS COACHING & CONSULTING®** as an ongoing investment into the next generation of emerging leaders to help them flourish in what I often refer to as one's gifting, calling, and anointing (our God-appointed and -assigned ability and life purpose). I am compelled and committed to use the knowledge, insight, wisdom, leadership skills, passion, and experiences that I have acquired through thirty-six plus years of active full-time pastoral ministry in various leadership roles to motivate and mobilize other leaders toward their L.I.F.E. and leadership destiny!

Essentially, my mission in life is to simply, systematically, and strategically **encourage, equip, empower, and elevate** people, especially emerging leaders at both entry and executive levels, non-profits, and small businesses for a life of significance, fulfillment and enjoyed success.



Purpose

4LIFESTEPS COACHING & CONSULTING® exists for the purpose of “Developing Leaders for Life!” It is explicitly designed and especially helpful for those stuck and in search of a more suited career path or calling in life, ministry, or leadership.



Principle Strategy

4LIFESTEPS COACHING & CONSULTING® uses a next level thinking strengths-based approach to coaching and consulting that takes biblical principles and transforms them into teachable life, leadership, and legacy-building solutions, systems, and strategies that elevate personal and professional success for entry-, emerging-, and executive-level leaders, smaller businesses and organizations, and

pastors and church leaders, ultimately creating and communicating next level thinking objectives and opportunities.

Prime Objective

4LIFESTEPS COACHING & CONSULTING® is a local Regina business with a primary objective to provide personal and professional services such as life and leadership success coaching, consulting, speaking, mentoring, executive-level training, workshops, seminars, and creative life-focused, leadership-based resources to individuals, business leaders, small as well as non-profit organizations, churches, and pastors for the purpose of encouraging, equipping, empowering, and elevating them to their highest potential for the purpose of achieving their best and most significant place of influence and presence.

Preferred Clientele

1 **4LIFESTEPS COACHING & CONSULTING®** prefers to work with a clientele of emerging and budding leaders at both entry and executive levels of leadership, small business, and church leaders interested in exploring, enhancing, and expanding their foundational understanding of leadership, improving their life and leadership aptitude, broadening their sphere and scope of influence, amplifying their leadership voice, advancing in their personal and professional expertise, unlocking their highest level of purpose and potential, and increasing mindfulness of their significance and presence.

2 **4LIFESTEPS COACHING & CONSULTING®** also prefers a clientele of individuals interested in reimagining or determining their life trajectory and defining their legacy, people that are open to discovering, developing, and designing their life DREAMS through greater appreciation and awareness of their God-given gifting, calling, and anointing and how this can lead to a flourishing life of leadership in their best place of influence with the greatest degree of significance and presence.

Platform

4LIFESTEPS COACHING & CONSULTING® utilizes both in-person and online services or a combination of the two as its coaching platform, depending on the client's preference and the type of the coaching required.

Priorities

4LIFESTEPS COACHING & CONSULTING® unashamedly prioritizes faith and family, recommending that coaching sessions primarily be scheduled during for the sake of respecting weekends for rest, relaxation, and rejuvenation.

Clients decide their level of coaching. **4LIFESTEPS COACHING & CONSULTING®** will only engage in a coaching relationship with a prospective client after a Coach & Client Agreement has been discussed and signed by both the Coach and Client. (Coach and Client details are fully outlined and clearly defined in the **4LIFESTEPS COACHING & CONSULTING®** Coach & Client Agreement Form.)

Speaking engagements will be thoughtfully and prayerfully considered before any agreement is determined. Every speaking engagement is a privilege that deserves to be honored. Invitations and speaking requests are opportunities extended in trust that demand the highest level of commitment, excellence, integrity, and accountability. It is with this priority of excellence and integrity in mind that all invitations and speaking requests received for any form of presentation where **4LIFESTEPS COACHING & CONSULTING®** can add value and elevate potential will be evaluated and agreed upon.

Prior to any invitation or speaking engagement being confirmed, finalized, announced, and advertised, a **4LIFESTEPS COACHING & CONSULTING®** Speaker Request Form must be issued, completed, signed, and returned for verification and approval. (Terms of consideration and expectations are fully outlined and clearly defined in the **4LIFESTEPS COACHING & CONSULTING®** Speaker Request Form.)

Best Practices & Values

Core Belief

Change and challenges are opportunities for growth and development.

Coaching Approach

Asking specific relevant questions in a trust-based environment that reveals a client's perspective, potential, priorities, and pursuits is one of the best approaches to coaching.

Client Outcome

Desired outcomes are determined by the client in collaboration with the coach to reach ascertained results in five primary areas:

1. Developing a Stronger Mindset

2. Increasing Self-Awareness and Self-Confidence
3. Identifying Flourishing L.I.F.E. and Leadership Habits
4. Improving Professional Success Skills and Competencies
5. Achieving Long-Term Success

4 Primary Coaching Focuses

Mindset

Continuity and consistency are the two primary factors for long-term success. Developing and maintaining a growth mindset is essential to turning obstacles into progress.

Development

Progress is the result of identifying and establishing small, sustainable habits and strategies that lead to lasting change.

Decisive Action

True potential can only be unlocked and unleashed when decisive action aligns with core values and passions. Meaningful transformation begins with self-awareness and is sustained through consistent, purpose-driven decisions and action.

Integration

Excellence, not perfection, exists as the standard of any successful endeavour. Preparation builds confidence and is the first stage of integration.

The 7 Non-Negotiable 4LIFESTEPS® Coaching Values

1. Authenticity
2. Honesty
3. Transparency
4. Integrity
5. Consistency
6. Accountability
7. Confidentiality