

A very rare opportunity to lead an organization at the forefront of the Coaching Profession

I am the founder and sole shareholder of the world's largest event for Business and Executive Coaches with 23,000 attendees last year. We have the world's largest network of professional coaches at 132,000 members - and counting. We also put together each year some of the largest and most valuable program launches in the coaching field and have a commitment and focus to raising the global standard of coaching.

We've built our organization organically over the past 10 years.

We're now growing at 35% annually and the executive load is preventing me from my creative flow which is the source of much of the value being added to WBECs. I can visualise powerful and impactful strategies, but then organising our amazing team to execute them often slows me down. I was born to be an entrepreneur. I have had an employed role for less than 1 year of my life, with zero management training, so up until this point I have been freestyling the CEO role and relying on our incredible team to fill the gaps.

I'm now looking for a CEO who can complement my somewhat 'spontaneous' skills with a personality, experience and skills that can take things to the next level of scale and standard.

Sometimes I think of myself as 'a grown-up ADHD kid' because I think and talk and create in overdrive - in spurts - and these can come thick and fast. Although exciting, that's pretty hard on my team and they deserve someone more evenly-paced who communicates more of the 'grand plan' in bite-sized chunks.

They deserve someone who guides, coaches, mentors and supports them in developing smart, leveraged, bang-for-buck strategies to pull off the big-picture concepts that I throw out.

We need someone who can steady the ship without slowing us down. Someone who respects the fact that what we've created so far is already world's best - but capable of being even better, deliv-

ering even more value. Someone who, working through our team, can execute what I can conceive, but do that even better than we have done to date.

Most importantly they need to understand and own the responsibility of the role. It is no exaggeration to say that the decisions made by our CEO will directly impact tens of thousands of coaches' lives - and livelihoods - and, through them, hundreds of thousands of leaders' lives and, through them, millions of people's lives.

Our programs change people's lives. They can result in their entire professional career course turning at 180 degrees. Because of this, it is our responsibility to make sure that what we bring to the world is not just good or great but indeed the very best in the world. We want to give our coaches the very best chance of being the best they can be so they can deliver the most value possible to their clients.

We are cash flow positive. We have one shareholder, and a Board of just two Directors. We are lean, but not mean. We are frugal but not miserly. We are adventurous but not careless.

When I've found the perfect CEO (for us) I'll wear two hats, but only one at any one time. I'll be your Chairman and so I'm responsible for forming and protecting our Vision (or Purpose); our Mission (the stuff we do); and our Values (what matters most), and for laying out my Strategic Goals for the business. Oh, and I'm responsible for recruiting you.

You'll be responsible for accepting those strategic goals (after negotiation, if you make a case to me for modifying them).

You'll then be responsible for putting together your Strategic Plan (for achieving those strategic goals), for presenting a budget to fund it (which we may negotiate), and for choosing your team. I'm expecting you'll start with the team we already have, but after you've established who and what you have to work with - and your working credentials with me - I'll hand over the reins and you'll have complete discretion on hiring and firing. You'll be accountable to me, as your Chairman, for achieving your strategic goals (you'll own them by then).

I'll be responsible for downloading our corporate history, transferring executive-level relationships with key stakeholders, and being available to you as a resource and when you request that.

I'll also be responsible to you whenever I switch into my propeller hat, as a technical resource, to

provide the things I do best. Those things will include the development of the strategic direction of the company, high-level marketing strategies, and strategic partner development. I intend to exercise constraint in my technical role and to work under you.

We'll both need some rules about which hat I'm wearing at any point in time.

If you see yourself as someone who can bring executive excellence to channel creative chaos - without taking the cutting edge off it; if you see yourself able to accept input from me in bursts, and then feed that through your team in a way that maximises their real achievements and creates rich opportunities to give them recognition, reward, professional growth, and increasing levels of responsibility and autonomy, then you may just be the person for this role.

If you recognize yourself in this description, please take the time to apply for this incredible role using the link below. This first stage is very straightforward.

Please let anyone that you believe would be perfect for this role know about it as we are not in a mad hurry. It's more important to us that we find the perfect candidate. The first stage of the process, before we go into more detailed evaluation of each other, is to complete a short application.

You can find this application stage 1 here: [Application Stage One](#).

I will look forward to your application. Here is a bit more information for you so you have more insight into our company.

About WBECs Group

The WBECs Group is a group of companies all focussed on serving our primary market of professional coaches. The group founded in 2008 runs WBECs (The World Business and Executive Coach Summit) which has grown to become the world's largest event for Business and Executive Coaches with more than 23,000 attending in 2017. The WBECs Group also has a number of subsidiary companies that are comprised of partnerships with thought leaders and experts that have been hand selected for their propensity to raise the global standard of coaching through their excellence. The programs that WBECs launches are the most successful and valuable events in the coaching profession. Our latest program launch Conversational Intelligence® for Coaches is the world's fastest growing new methodology in the coaching field with almost 3,500 coaches being trained in the first 3 years.

We have also launched a number of other successful business partnerships including Coaching With ROI, Narrative Coach, The Coach Master Toolkit, Executive Coach MBA and we are lining up our next thought leader currently with some incredible options to choose from.

On top of this, WBECS has a philanthropic arm to its business, and that is EthicalCoach.

EthicalCoach has the mission to facilitate 64,000 NGO and non profit leaders each year in accessing coaching. Our aim is for the coaching to then result in the organisations increasing their efficiency and effectiveness so their organisational capacity can grow and enable them to support more children in need.

The Culture

WBECS has a very interesting and innovative company culture considering the team is located around the world. We have an annual retreat that we all attend which typically has a 3-week duration and involves a week of vacation and two weeks of mastermind planning and workshops. This retreat really brings the team together, but more work can be done to support our team throughout the year, as well as provide additional clarity over progression, opportunities for growth and other career related matters.

We call each other family and have a high level of respect for each other. Most WBECS team members are very loyal and this was represented in our latest TinyPulse culture survey, where we scored 94% on whether the team will be here in 1 year's time.

Common complaints we do receive however, are around the lack of structure, systems and processes. These are now being implemented and have been a central part of our growth over the last 2 years. Currently we have two rules at WBECS: 1. Family First Always; and 2. Do Not Bitch Anyone Behind Their Back (it is an immediately sackable offence). You can however "bitch" (or have a difficult conversation) to the person themselves face to face, that is fine.

The Vision, Mission and Values

First and foremost we have the understanding that we have an important responsibility to support coaches in the very best way possible, because we understand the impact they have on the lives and businesses of the clients they work with.

1. Vision: why do we exist?

To provide the world's best coach education, training, resources and support to enable coaches to deliver the highest possible value to their clients and make a significant positive difference in the world.

2. Mission:

Making accessible to coaches across the globe, through online education, the highest level thought leadership in the coaching profession. Building and nurturing the world's largest community of professional coaches. Being a champion of the brand of Coaching by taking responsibility for the quality and standards of coaching globally.

Ultimately it's our mission to match high-level, well-trained coaches with children's charities to increase their organisational capacity so they can serve more children in need.

3. Values

We add the most value possible to the world.

We hold a high level of integrity in everything we do.

We offer the world's best coach training.

We are at the cutting edge of the industry.

We support the enhancement of standards across the coaching industry.

We always put the coaches' needs before profits.

We are profitable enough to be able to support philanthropic endeavours.

We operate more as a family than as a business.

We are continually raising the bar of what's possible in terms of value delivery.

We align and partner with other organisations that hold similar values & objectives.

We do all of the above and enjoy ourselves in the process.

WBECs Team Charter:

The things that we hold sacred. They are what we believe in and what drives us.

- 1. Be in your ninja.** We want our employees to love what they do and to experience a personal passion in their career. We look at building a community of passion at WBECs.
- 2. Good Enough, Rarely is.** We strive for World Class excellence, always.
- 3. Family first, always.** We believe in bringing love into the workplace and working like a community, rather than a company. At WBECs, we're looking to revolutionize the work experience and honor the individual experience.
- 4. Help & build others up.** We believe this, not only when helping our customers, but each other. We believe in changing lives for the better - and that starts with us!
- 5. Make time to reflect & focus on self-improvement.**
- 6. Ask questions & stay curious.** At WBECs, we always want to come from a place of curiosity and always ask "How can we?"
- 7. Choose positivity & happiness.**
- 8. Listen to connect.** We strongly believe in co-creation.
- 9. Live courageously, creatively & passionately.**
- 10. Embrace growth & change.**
- 11. Have fun!**
- 12. Predicting the future** by creating it ourselves.
- 13. Ownership.** We think in terms of the whole company not in terms of our own selves and will never compromise long term values for short term results.
- 14. Thinking Big,** nothing is beyond our scope, scale or reach, the world is small and our impact is global.
- 15. Insisting on the highest standards,** we are continually raising the bar of what is possible.
- 16. Customer Obsession,** everything we do is about supporting coaches to reach their potential in changing for the better, the lives and organizations of the clients they work with.
- 17. Earning Trust,** we do not expect trust but earn it through our effort and actions.

Location

This position is location-independent meaning that you can live and work anywhere in the world, as will your team. Ideally you would sit between Europe to Eastern US time zones as most of our team is located in Europe and USA.

Remuneration

Key to this role is that we continue to grow and deliver significant value to coaches and continue to build upon our very positive reputation.

This position provides a base salary of \$150,000 USD with on target earnings of \$400,000 USD.

If this sounds like a challenge you are looking to take on or you know someone that would relish this opportunity please [CLICK HERE](#) to begin the application. The first stage is vital for you to progress and should take less than an hour.

Warmest regards,



Ben Croft

WBECs Group Founder and CEO