



## FREE COACHING SESSION

For new clients who are looking to explore the world of business coaching, we are currently offering a free, introductory coaching session.

Learn more in one meeting than most learn in a year!

*Contact Us Today.*

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## MEET OUR COACHES

**Tonya Page**  
Area Director

**Charlie Edwards**  
Pasadena

**Courtney Kerrigan-Hanle**  
Marina Del Rey

**David Kharns**  
Long Beach

**Christine Perakis**  
Santa Monica

## Why Teams Fail, Opportunities for Improvement

In this article by FocalPoint Business Coach **Tammy Schembari**, the often overlooked reasons that teams fail are discussed.



*Why Teams Fail, Opportunities for Improvement* looks at:

- Lack of Definition
- Lack of Leadership
- Lack of Planning

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## Three Ways Independent Retail Stores Can Grow Their Brand and Build Customer Relationships

In this article, FocalPoint Business Coach **Courtney Kerrigan-Hanle** discusses how local, independent stores can raise brand awareness, stay connected, elevate their business in the community, and build better relationships with customers.



*Three Ways Independent Retail Stores Can Grow Their Brand and Build Customer Relationships* looks at

**Michael Preston**  
Sherman Oaks

**Ben Pumphrey**  
Newbury Park

**Tammy Schembari**  
Claremont

**Madelon Wallace**  
Woodland Hills

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- Increasing your Activity in the Community
- Supporting and Cross-Promoting Other Local Businesses
- Training your Staff to Ask Better Questions with the Goal of Building Relationships

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## Ten Essential Steps to Start a Successful Business

In her article, *Ten Essential Steps to Start a Successful Business*, FocalPoint Business Coach **Christine**



**Perakis** discusses some important lessons for minimizing the risk and avoiding the traps that can sink a new business. In her article, Christine discusses:

- Establish a Vision and Mission
- Identify the Business Purpose
- Clearly Define the Products and Services
- Identify the Target Market
- Define the Competitive Edge
- And more...

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### Live Events In Your Area!

The coaches of FocalPoint of Los Angeles and Central Coast are continually updating their event schedules. Don't miss out on an opportunity to expand your skills in a fun and exciting environment!

[View the latest events calendar.](#)