

It takes more than courage to be a successful entrepreneur...

it takes **core**.

Entrepreneurship is the lifeblood the economy, but did you know that the failure rate of new businesses is over 80%? The most common reason businesses fail is because the founder lacked the core skills and routines needed to efficiently manage resources, deliver results and sustain success. Entrepreneurship is risky business and can lead one down the road to anxiety and severe depression.

If you are an entrepreneur or a wantrepreneur with a great business idea but struggle with attention, focus and getting things done, consider **CoreFour Coaching**. Learn to be the CEO of you, so you can lead a company from good to great.

Rebecca Shafir is a speech and executive function coach, author and entrepreneur. She has worked with founders of small and large businesses for over 25 years.

CoreFour Coaching is customized to your specific needs and *may* include one or more of the following:

- Creating optimal sleep/exercise routines
- Non-medication approaches for anxiety and depression
- Organization and time management strategies
- Targeting key executive functions (working memory, time management planning, task initiation, self-monitoring, etc) via compensatory techniques
- Ways to improve concentration and focus
- 80/20 approach to managing procrastination
- Communication (self-talk, working with teams and customers, conflict and negotiation, etc)
- Presentation preparation and public speaking skills
- Business planning and decision-making*

*may be outsourced to select business coaches/mentors

To determine whether **CoreFour Coaching** is for you, the process begins with a complimentary 15 minute inquiry call with Rebecca. A 90 minute meeting (in person, Skype or

phone) follows to identify personal strengths, establish personal objectives and to create a plan (\$350.00). Coaching sessions are \$150/hour, \$75/30 minutes.

To set up a **CoreFour Coaching** inquiry call with Rebecca, contact the Hallowell Center in Sudbury MA at (978) 287-0810 or (978) 255-1817 for appointments in person, by phone or Skype. Coaching is a business expense; receipts will be given for tax purposes.