



# COACHING

Personal & Business Coaching



# Why coaching?

**90% of the people we work with feel misaligned.**

They're not struggling, they may even be doing great, but they are feeling misaligned. A few things are off and they're not sure what is not right or why they can't shift. But they know things could be a bit different with a few tweaks and they're seeking external help to understand and unlock the blocks.

People get stuck. Sometimes we get stuck in uncomfortable situations, other times we are stuck in a comfort zone. We tend to default to doing the things we know, even when they may not be serving us.

Often, we know **all the things** and still can't shift. Some of us seek all the information, all the knowledge, all the research but just can't let go to move forward or take a step back to slow down.

**The thing is we don't know what we don't know. But we know we are capable of more.**

Every situation is unique, every problem takes its own shape through circumstances, relationships and timing. Programs are great and helpful and provide loads of value to regular life rhythms, events and challenges.

**But coaching is 100% personalised to you.**

How our coaches work with you will be directly related to your individual situation framed by your history, your willingness to explore, shift, evolve and be challenged.

# Misalignment feels like...

- Being someone you think should be doing different things to what you are
- Feeling like you should be better at making decisions
- Wondering why you can't or don't back yourself enough
- Feeling like your voice or opinions aren't enough or people aren't listening or respecting your decisions
- Frustration with where you are at in life, role or business.
- Feeling like things should be different than they are right now but unsure how to shift
- Assuming you need to be different, doing something else, with someone else, or being something else completely.
- You resist change consciously or subconsciously
- Not feeling confident in taking the next steps
- Unsure of your next steps
- Unable to do in real life what you can see in your mind



YOU  
ARE  
HERE

# Important stuff a coach can cover

- Let's talk about who you think you are, who you think you should be, what you want to be, and uncover what makes up all of you to identify what makes you unique.
- Understand the foundations of your Life/Work (Your Role) ( Business Owner, Executive, Entrepreneur, Influencer, Change Maker) - Develop your personal why and mission - a strong message, and leverage your natural strengths to build your personal culture around that.
- Dive Deep into your 'Soul' Profile - Complete various psychometric tests to understand you. How you operate, make decisions and interact with others.
- Get clear on your niche - Who's who, where you need to be best positioned to "own your lane" in both your role and soul.
- Own your boat. - If you imagine your life as a rowing boat and we work together to get it moving in the right direction as efficiently as possible. We then work to understand one question to frame every decision you make "Will it make the boat go faster". It will unlock your focus and decision making, giving you a strong voice and permission to be heard.



# Our **coaching** program

## How it works

- 3 month personal coaching program or 6 month personal & business coaching
- Cohort-based with a maximum of 10 individuals per coach
- 3 x 1hr monthly 1-on-1 in-person deep-dives
- 12 x 1 hr weekly 1-on-1 accountability calls
- Access to your coach on Slack daily
- Access to the Peak Persona online programs
- Access to our monthly Done events
- Access to a selection of resources plus tailored content around your personal and business needs

## Our Focus

- Mindset & inhibiting beliefs
- Personal and professional goals
- Strategy and planning
- Accountability & tracking

## Our Approach

- **Who are you and where are you at?**  
We begin with a discovery phase, to map your personality, attitude, energy and behaviours
- **Where do you want to go?**  
Mapping your personal and business goals.
- **How will you get there?**  
Strategy and planning for goal achievement
- **Now let's get it done!**  
Accountability, tracking, and guidance.

# Example coaching topics

## Sample personal coaching focus areas

- Mapping your personality, attitude, energy behaviours, and your personal ethos.
- Your personal relationships (partner, family, kids), and business relationships (co-founder, teams, investors).
- Identifying your defining mission statement and driving purpose
- Time management and the work / life / family juggle
- Embedding your habits, routines, and personal performance toolkit
- Building personal microtribes to unlock your potential

## Sample business coaching focus areas

- Market validation, market opportunity
- Go to market strategy, strategic partnerships
- Marketing, branding, visibility, publicity
- Content creation, positioning, founder promotion & profile
- Pitching, public speaking, presenting
- Team management & culture
- Raising capital
- Board establishment
- Exits and acquisitions

DO SOMETHING GREAT

# About Peta Ellis

Peta is an ecosystem, builder, startup community leader, innovation strategist, public speaker and facilitator, and diversity evangelist.

**As an entrepreneur**, Peta founded 4 companies before 30, and has a 20 year background in communications, PR, marketing and media relations.

**As a startup community leader** and CEO of River City Labs, Peta grew the organisation over 550%, leading it through an acquisition by the Australian Computer Society in 2018. Post acquisition she led the expansion of RCL into 3 hubs across 3 states making it the largest innovation hub network supporting high growth technology companies in Australia.

She is a member of the Queensland Startup Working Group and has led the Startup Catalyst Female Founders Mission to London. She was awarded the 2017 Startup Community Leader of the Year by Techboard.

**As an innovation strategist**, Peta has worked with hundreds of high-growth technology companies and has worked with corporates such as Bank of Queensland, CUA, and Suncorp.

**As a facilitator** Peta has delivered 20+ hackathons around Australia, and has delivered hundreds of keynotes, workshops, and panel events to several thousand participants at events around Australia.

**Peta's sweet spot:** Entrepreneurs, Executives and driven individuals looking for some empowering support to move through challenging life transitions like Business Beginnings, Growth, Exits, Acquisitions, and the change management piece surrounding these.

I work with people through key life challenges within relationships and careers including managing having babies and raising children while building businesses and finding the tribe to support you through it.



# About Aaron Birkby

Aaron is a startup founder, startup community leader, innovation strategist, public speaker and facilitator.

**As an entrepreneur**, Aaron has founded and exited several technology businesses, for which he was named the Australian Entrepreneur Of The Year by the Pearcey Foundation in 2016.

**As a startup community leader**, Aaron has founded a startup hub on the Gold Coast, served as an Entrepreneur In Residence and designed multiple accelerator programs, as well as organising and leading 17 international missions to Silicon Valley, Boulder, Seattle, London, Berlin and Israel. He's a member of the Queensland Startup Working Group and previously a board member of StartupAUS.

**As an innovation strategist**, Aaron has worked with hundreds of high-growth technology companies, and consults to multinational giants like Google, YouTube & Novartis on innovation, culture and performance.

**As a facilitator** Aaron has delivered 60+ hackathons around Australia, and has delivered hundreds of keynotes, workshops, and panel events to several thousand participants at events around the world.

**Aaron's sweet spot:** Entrepreneurs, executives and high-growth individuals who are seeking support and accountability to move through challenging business phases like starting a new business, building teams, scaling fast, raising capital, preparing for exit and managing acquisitions, and the change management process these require.

I also spend a lot of time working with individuals through personal life transitions, relationship changes & unlocking growth.



Together we can.

[Signup now](#) for your  
personal coaching program.



be fearless in  
the pursuit of  
what sets your  
soul on fire