



JBK Creative Solutions

Gain a fresh perspective

Dennis L. Tubbs  
President

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## **Business Coaching**

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Is pleased to announce that **Dennis Tubbs** at *JBK Creative Solutions* is now available for **Business Coaching** in Greater Vancouver, Greater Calgary and the Central Okanagan



*I highly recommend Dennis Tubbs at JBK Creative Solutions as an intelligent, experienced and successful Business Coach. I have hired Dennis for a previous business I owned and referred him to my accounting clients. My clients and I were impressed with Dennis personally but, more importantly, thrilled about improved financial performance. I have no doubt he can and will increase profitability for your business!*

**Sean Misfeldt, CPA, CMA**  
Owner, Misfeldt Accounting

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Dennis has 26 years experience running businesses for large multi-billion dollar companies. The training and experience he gained includes transferrable skills that have proven to be extremely valuable in a wide variety of service based industries. His award-winning career led him to start his own Consulting business in 2009.

During the past eight years, Dennis has coached over fifty independent businesses throughout Canada with outstanding results.

***Dennis' core competencies include:***

- Personal and interpersonal leadership
- Customer acquisition and profitable sales growth strategies
- Customer retention strategies
- Supply chain management and process improvement
- Talent acquisition and retention
- Financial management, business planning and succession planning

***Dennis works closely with business owners to:***

1. Conduct a detailed assessment of the current situation and previous results
2. Find out what is important to the owner of the business and what they want to achieve
3. Tailor the approach based on the unique circumstances of the business
4. Work with the owner over time to implement changes that lead to incremental improvements and profit growth
5. Measure and consistently report return on investment for the Coaching process

***Dennis is looking for the following client prospects to ensure a good coach/client fit:***

1. A business owner that has a genuine desire to improve the business?
2. A business owner who is open to new ideas and a fresh perspective?
3. A business owner who is committed to following through on mutually agreed upon initiatives?

**For more information, please contact Dennis at:**

E: [jbksolutions@shaw.ca](mailto:jbksolutions@shaw.ca)

C: 250 864-4744

## Client Testimonials

“I was introduced to Dennis Tubbs of JBK Solutions by Brian Wyatt, owner of one of my automotive parts suppliers. Business was not going well at the time we were introduced. After my first meeting with Dennis, I decided to hire him for a six-month trial and see what the results would be. That was four years ago. Dennis has brought a wealth of knowledge and direction to our business. His objective outlook, encouragement and positive feedback has helped us focus on key areas of business there by helping us improve the bottom line. I would strongly recommend Dennis as a business coach if you are looking for an honest & trustworthy opinion about the health and direction of your business.” **Theo and Shelley Pauls – Owner Operators – Okapro**

“After using the services of Dennis Tubbs of JBK Solutions for more than 3 years we are very happy with the gains we have made. His insight has resulted in growth in all areas of our business. Dennis is very professional yet personable to deal with. He has not only supplied us with his input but has taken our ideas and input and used it in a positive manner. He has shown interest in not only our bottom line but also in the personal aspects of our business. We would with the utmost of confidence recommend him to anyone considering employing his services.” **Charles and Nancy Siddon – Owner Operators – Topps Auto**

“Several of my customers hired Dennis to help them with their specific needs and have seen their results improve in a number of important areas. I continue to get positive feedback about Dennis' service. I would not hesitate to recommend Dennis as a Business Coach if you want to gain a fresh perspective and improve your business results. Dennis brings a professional approach, a wealth of experience and a genuine desire to help his clients improve.” **Brian Wyatt – President – Wyatt AP**

“G & O Supply hired Dennis Tubbs to assist with Business Coaching for our auto parts business. Dennis is easy to communicate with, professional, and smart. Dennis is also down to earth, practical, and extremely knowledgeable about the auto parts business, which makes him a trustworthy ally to our business. Dennis has made several thoughtful recommendations which we have been able to implement with success. Our customers have also successfully worked with Dennis, and we are seeing the value through a shared understanding of Dennis' strategies, and an overall more professional approach to business. If you are looking for assistance to get your business to the next level, manage through a downturn, or get a fresh perspective, we highly recommend Dennis Tubbs at JBK Creative Solutions.” **Graham Prouse – President – G. and O. Supply**

“At Dalex Services in Fort Nelson BC, we were overloaded with work. The work we were getting was as good as we could ever ask for, the type of work that should make an automotive shop very profitable. Month after month we would run the numbers and somehow there was still no profit, WHY? We were lucky enough to be put in contact with Dennis Tubbs from JBK Creative Solutions. The first time I spoke to Dennis I started the conversation as a sceptic but by the end I felt less skeptical and thought maybe this guy could help. Month after month we spoke with Dennis and provided the simple info he required for his program. Dennis suggested slight changes here and there which we followed and next thing we knew the numbers were changing in our favour! We worked with Dennis for over two years. I would highly recommend Dennis from JBK Creative Solutions to any business owner regardless of the current situation of your company. The innovative ideas that Dennis shares will help you find extra profit guaranteed! **Todd Penney – Owner – Dalex Services**

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## **An Effective Coach will:**

1. Build trust with the owner
  - Trust is established through demonstration of character and competence
  - Coaches must establish *character* by following through on promises and *competence* by delivering on set objectives and helping to drive results.
2. Provide assessment
  - Where are you now and where do you want to go? Helping others gain self-awareness and insight is a key job of the coach. Assessment often focuses on gaps between current performance vs. desired performance, words vs. actions etc.
3. Challenge assumptions
  - Coaches ask open-ended questions, push for alternative solutions and encourage reasonable risk-taking.
4. Support and encourage
  - Coaches listen carefully, are open to other perspectives, encourage clients to make progress towards their goals and recognize success.
5. Drive results
  - An effective coach cares about getting results and proving a return on investment in the coaching relationship.

## **My process:**

1. Conduct a detailed assessment of the current situation/past performance through financial reviews, KPI reviews, stakeholder interviews and critical observation
2. Tailor my approach based on the following:
  - The client's unique situation
  - The Owner's goals and objectives for the business
  - The Owner's personality and skill set
  - The businesses capacity to achieve desired results
  - The pace at which the Owner wants to move forward
3. Work closely with the Owner to establish a consensus list of priorities to work on together
4. Measure key performance indicators and benchmark with other independent businesses
5. Work with client over an extended period of time to ensure emphasis on implementation and follow through (minimum of one year)
6. Measure results and ROI wherever possible
7. Act as an on-going resource to the client with an exceptional return on investment on coaching fees

## 7 Reasons to Consider a Business Coach

<b>Your business does not generate enough profit to justify your efforts</b>	<ul style="list-style-type: none"><li>•If you continue doing what you've always done, your results will not change. A good Business Coach will help you focus on taking actions that grow profits and exceed your goals</li></ul>
<b>You believe that the business will suffer if you are not there; taking a holiday is out of the question</b>	<ul style="list-style-type: none"><li>•Unless your business can run without your being there every day, you are an employee of the business not a REAL Business Owner. A Business Coach will help you develop effective business processes and develop your team so your business can thrive</li></ul>
<b>You feel that you are married to your business and that it demands working too many hours</b>	<ul style="list-style-type: none"><li>•If you are ready to start taking control of the hours that you contribute to the business and get better results, you should consider Business Coaching</li></ul>
<b>You have lost sight of where the business is going and why</b>	<ul style="list-style-type: none"><li>•As an outsider, a Business Coach is not influenced by industry preconceptions or your previous way of doing things. A Business Coach will ask difficult questions you have been avoiding and challenge you to take action</li></ul>
<b>You have fallen out of love with your business</b>	<ul style="list-style-type: none"><li>•Do you sometimes think life would be simpler without all the hassle? Your Business Coach will help you reignite your passions and help you redevelop your vision and goals for the Business</li></ul>
<b>You have a lot of business experience, however you haven't really invested in yourself in years</b>	<ul style="list-style-type: none"><li>•You may send your staff on training courses but have neglected upgrading your own skills. A Business Coach will work with you to improve specific aspects of your own performance and provide one-on-one support</li></ul>
<b>You are already good and recognise that you need help to become great!</b>	<ul style="list-style-type: none"><li>•Elite athletes seek out the top coaches in their field. You also can benefit from a Business Coach who will hold you accountable, demand results, push you and also be there to congratulate you on a job well done!</li></ul>



# Business Coaching Agreement

BETWEEN: **JBK Creative Solutions** (the “Coach”), an individual with a main address located at:  
*3391 Merlot Way, West Kelowna, BC V4T 2X4*

AND: (the “Company”)  
A company existing under the laws of the province of British Columbia with its head office located at:

The Company has contracted the Coach as an independent consultant to provide ongoing Business Coaching for a term of twelve months. At the end of the initial term, services will continue on a month-to-month basis unless the Company provides 30 days written notice of cancellation. The objective of the coaching is to provide tailored, ongoing coaching based on the Company’s documented business objectives.

## The Company’s minimum responsibilities:

- Full disclosure of the current situation. Share short and long term goals for the business/owner
- Provide access to documentation, financial information and other information as required
- Be available for regular communication with the Coach based on mutually agreeable timeframes
- Make a good faith effort to implement mutually agreed to initiatives in a timely manner

## The Coach’s minimum responsibilities:

- Utilize a tailored approach where Company determines desired outcomes
- Use a quantitative approach where ROI and other desired outcomes are measured and reported on
- Provide convenient, flexible service to the Company (Web Chat/Telephone/E-mail/In Person etc.)

## Non-Disclosure/Confidentiality:

A Non Disclosure Agreement is attached (Addendum “A”) to ensure confidentiality is maintained

## Coaching Fees:

The following three packages are available. Percentage of the year over year Earnings Before Interest, Tax and Depreciation (EBITDA) organic increase will be measured inclusive of monthly fees, documented and mutually agreed upon. If there is a dispute on amount due for % of annual increase in EBITDA, the Company’s reasonable calculation will be used.

Verification, approval and invoicing will be completed with thirty (30) days of completion of the first one year term and each subsequent one year term thereafter. Invoice is payable upon receipt.

The company will circle and initial the preferred package.

Annual Plan	6 Month Plan	Quarterly Review
\$950 per month <b>or</b> \$750 + 15% of annual profit increase	\$1,200 per month	\$1,000 per quarter

The monthly fee will be invoiced via PayPal online invoicing (all major credit cards accepted) with the first invoice submitted upon acceptance of the Agreement. All invoices are payable within 15 days of invoicing.

Service Guarantee

JBK Creative Solutions guarantees the highest level of service and professionalism. If the Company is not completely satisfied with the services provided by the Coach, the Company will communicate any material concerns with the Coach in writing. If the concerns are not rectified to the Company’s satisfaction in a reasonable period of time, this agreement may be terminated with 30 days written notice provided that all payments are up to date. Fees owed for year over year EBITDA increase will be prorated should the agreement be terminated prior to the end the fiscal year end.

If, at the conclusion of one year, the Company has not received a minimum 100% return on the investment in monthly coaching fees, and the Company has made a good faith effort to implement mutually agreed upon improvements, the Coach will refund the shortfall to ensure there is no net cost to the client. It is understood that some improvements will be subjective and not easily measured. Proprietary tools shared with the Company will be assessed a market value and will be mutually agreed to. The Company will be reasonable in determining ROI and take all improvements into account before a refund is requested.

\_\_\_\_\_  
**Owner** (The Company)

\_\_\_\_\_  
 Date

\_\_\_\_\_  
**Dennis Tubbs – President** – JBK Creative Solutions

\_\_\_\_\_  
 Date





extent it is based on a claim that Consultant Personnel, in the course of their engagement, infringed or violated the patent, copyright, license or other proprietary right of a third party

**7. INJUNCTIVE RELIEF**

Consultant agrees that the use or disclosure of the Proprietary Information in a manner inconsistent with this agreement will cause Company irreparable damage, and that Company shall have the right to equitable and injunctive relief to prevent the unauthorized use or disclosure, and to such damages as are occasioned by such unauthorized use or disclosure

**8. COMPLIANCE WITH LAW**

The Consultant agrees to abide by all federal, provincial and local laws, ordinances and regulations of British Columbia.

IN WITNESS WHEREOF, the parties hereto have executed the Agreement as of the day and year first written above.

\_\_\_\_\_  
**Owner** (The Company)

\_\_\_\_\_  
Date

\_\_\_\_\_  
**Dennis Tubbs** – *President* – JBK Creative Solutions

\_\_\_\_\_  
Date