



# Investing in Heroes

## Summary

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Every high-performing person, in any field, needs someone to evaluate and fine-tune their performance. With over 20 years of hands-on experience as a performance coach, I can do that for you.

## What I do

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### I am a Performance Coach.

Like an elite athletic coach, I help you refine the details, sharpen your thinking, and maximise your performance. The difference between being good and being great is often found in the fine-tuning.

Most of my clients are in their early to mid 40's. They have been in the game for a while and have been effective and successful. They are good at what they do. They are also smart enough to realise that to get to the next level will require more than what they currently have in their arsenal.

## Where are you today?

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- Are you in a season where opportunities are opening up, and you need to grow?
- Have you realised that what got you here won't get you where you want to go?
- Are opportunities opening up faster than you feel prepared for?
- Do you know you're capable of more but aren't sure what is holding you back?

## How I can help

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I am not here to fix you. I am not here to simply give you information. I do not present you with ready-made answers. I am here to:

- Guide and stimulate your thinking.
- Help you think strategically rather than reactively.
- Be an experienced and objective sounding board.
- Fine-tune your leadership and performance.

## Coaching

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I am not the hero; you are the hero. My job is to help you function at your highest level. Every hero has a superpower. My job is to help you unlock your superpower. Reaching our very best almost always requires someone who has already been there, done it, and can see our situation for what it really is, not simply what we think it is.

The athletes that win the prize always have someone like that in their corner.

*You know who you are, and you know what you are doing, but you only know what you know, and you don't know what you don't know.*

## My Focus - People Skills

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As you grow and achieve, the skills required to keep succeeding begin to change.

Early in your journey, success is largely determined by your technical knowledge and your ability to execute. But, as your influence grows, technical competence alone is no longer enough. At some point, the equation begins to reverse.

Leadership increasingly becomes about people. Your ability to communicate, influence, develop others, navigate conflict, and build healthy relationships becomes more important than your technical expertise. If you fail to grow in these areas, one of two things usually happens:

- You hit a ceiling. Your technical ability can take you only so far, and your leadership stops growing.
- You continue to advance, but your leadership becomes unhealthy. You achieve greater responsibility, but leave behind discouragement, confusion, damaged relationships, or organisational dysfunction.

The higher you rise in leadership, and the greater your influence becomes, the less your success is determined by what you know and the more it is determined by how well you lead, develop, and influence people.

*One of the greatest values of strategic coaching is having someone who helps you continually refine how you lead, influence, and serve others*

## The steps on the Journey

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**Meaningful growth is not an event. It is a process.**

Strategic coaching is not a quick fix or a box-ticking exercise. It is an intentional partnership designed to help you build a strong foundation, gain greater clarity, and continually refine your thinking and leadership. Together, we identify what matters most, address the obstacles that limit your effectiveness, and develop strategies that produce lasting results. Each conversation builds, creating momentum that compounds over time. The process requires commitment, honesty, and intentionality, but the return on that investment is significant. You gain clearer thinking, wiser decision-making, stronger leadership, healthier relationships, and a more integrated, purpose-driven life.

My desire is not simply to help you solve today's challenges, but to equip you with the perspective, habits, and strategic framework that will serve you for years to come.

If you are ready to move forward and be the best hero you can be,  
**[CLICK HERE](#)** to complete an Enquiry Form  
or request a free Team Health Assessment  
**[CLICK HERE](#)** to set up a free 30-minute call to discuss  
or contact me at [doug@dougjohnson.biz](mailto:doug@dougjohnson.biz) to set something up.

**Doug Johnson**

[www.dougjohnson.biz](http://www.dougjohnson.biz)