

## Business Coaching iPad App Reaches 3000 Submissions in Only 8 Months

Written by Australian Business

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SAN DIEGO, CA, September 23, 2013 **/24-7PressRelease/** -- FocalPoint originally released the App in October of 2010 and has seen its use grow steadily as business coaches and their clients become more comfortable with the technology.

"We use a proactive coaching system that allows our team of coaches to guide business owners through a business re-invention blueprint," says Dominic Rubino, EVP at FocalPoint, who oversees Coach Success and Client Success globally. Every coaching session has a relevant exercise for the client to complete. This allows the coach and client to make constant small changes and re-directs in order to help the business grow"

The FocalPoint Business Coaching iPad App is a critical tool for business re-invention but its not the only way material is delivered. Always keeping the clients needs and personal style top of mind, a FocalPoint Coach has a number of robust and flexible delivery styles available to them.

Clients can choose from the iPad App, or printed material for their live coaching meetings. The coaching meetings are also flexible and can be delivered as one on one, group, or virtual meetings.

"Hitting 3,000 submissions in 8 months is significant because it represents only a fraction of the total business coaching meetings FocalPoint Coaches attend globally."commented Rubino. "Usage really shot up this year. I think our clients and coaches are more comfortable with the technology now- its everywhere"

"The app was originally developed after feedback from our coaches in the field who wanted another level of flexibility for growing their practices. The Strategic Advisory Group presented us this idea when the iPad was first introduced and it just made sense- so we did it." says Rubino.

FocalPoint has always collaborated closely with its coaches to ensure material is relevant, timely and impactful. This is evidenced by its numerous top-of-class rankings in the annual Franchise Business Review and its constant development of new coaching material.

Brian Tracy is the author of over 50 books on Business, Business Strategy and Sales improvement. Among his best sellers are the books "FocalPoint", "The Psychology of

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Achievement" and the Psychology of Selling". He created FocalPoint Business coaching as a service in 2006 in order to leverage its impact and deliver its message to more people, in a personal and impactful way.

The FocalPoint Business coaching iPad app is a free download on the iTunes store. It includes a set of free micro-apps that business owners use on a regular basis. For more information, or to download the app or free items for yourself, please visit iTunes and simply enter "Business Coach".

FocalPoint Business Coaching is an elite team of world-class coaches, mentors, trainers and consultants. Their coaches have deep business experience and passion for what they do. To learn more about business coaching and consulting, or, to learn more about FocalPoint Business Coaching, powered by Brian Tracy, go to <http://www.focalpointcoaching.com>.

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