



BUSINESS COACHING & PRIVATE MENTORING

Develop your courageous spirit & see your success thrive.



TRACEY MATHERS

Leadership Expert | Courage Creator | Director of Change

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“

The only thing often stopping us is our inability to see what we are truly capable of. When we learn how to gain control of the fear then our desire for success becomes clearer and stronger, nothing then will stop us.

- Tracey Mathers

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Women in business: do you lack a courageous spirit when it comes to making critical decisions?

Does your business success suffer due to your inaction, lack of direction or imposter syndrome?

If you had the courage and confidence to make informed business decisions that would drive your success and achieve results, would you?

55% of entrepreneurial Australians are affected by the cost of fear.

But why? Isn't a failure to reach your goals better than not trying at all?

Are you afraid of success too?

Now is the time to start living a life you're proud of!



BUSINESS COACHING & PRIVATE MENTORING

Develop your courageous spirit and see your
success thrive!

With business coaching and private mentoring you will have the courage to make informed business decisions. You will be confident, decisive and accountable. You will have a workable plan with outcomes and timeframes to work towards. You will see your success thrive!

Mathers



IN 12 WEEKS YOU WILL



Gain clarity: around your goals, values, clients and purpose, and develop a results-focused strategy on where you want to be now and in the future.



Communication: determine how you communicate with your team, clients, suppliers and, most importantly, yourself for the best outcomes.



Confidence: determine how to best utilise your strengths and where your confidence is lacking, or missing completely, to build the foundations to find your courageous spirit.



FIND YOUR COURAGEOUS SPIRIT



Say goodbye to fear and make decisions that will achieve results!



HOW?

CONFIDENCE

Develop self-belief and determination, knowing you deserve the best for yourself. Determine how to best utilise your strengths, know where your confidence is lacking, or missing completely, and build the foundations to find your courageous spirit.

Strengths: connect with your strengths, unpack them, better utilise them, celebrate them and make them even stronger. Learn where your non-strengths lie and how to either manage them for better efficiency, and become positive and confident within yourself in order to move forward.

Mindset: how we think is how we act, so a strong mindset is a very powerful tool for your growth and future. Setting the intentions for your day, week, month and year, will help you to achieve your goals, and a strong mindset helps us with this. Your mindset, when learnt to use it the right way, will help you to get the desired results you have set for yourself.

Language: how well do you speak to yourself and those around you? Is it with the respect you deserve? Positive language can make a really big difference in your daily life. We will talk about your language and how it can be used to motivate both yourself and others around you.

Visibility: you can't sell a secret! Get yourself and your brand out there, promote what you do and get known for it. Some of my previous clients were the best kept secrets in town, until they were pushed from their comfort zone and found greatness in visibility.

Voice: learn how to unlock your fear and use your voice to get your message out there in every aspect of your business, internally and externally.



CLARITY

Without clarity on what you want and how to achieve it, it's hard to find the motivation to move forward. I will help you to nail your 'Clarity Roadmap' and get working on your future success, developing a results-focused strategy, breaking down what you need to do to make it happen.

Goals: goal setting is important to anyone that wants a clear direction of what they are going to achieve in business and life going forward. To set the intention gives you a roadmap to be inspired by, a direction to work towards, and accountability to achieve what you want.

Strategy: once you have clear goals in place, an action plan will outline how to get there; what needs to be done, by who and when.

Values: values are your non-negotiables and they are the things that you won't compromise on. Values guide your attitude and actions and help you to understand why you show up each day.

Client demographics: how can you connect with your clients if you don't know who they are or what they like and dislike. Understand this, learn how to connect with them, and you'll gain their trust.

Purpose: this one is about you specifically, and what you want in life and business. You turn up everyday to do a job, so why? What do you want out of it? Clear purpose helps you to understand the work that you do and the outcomes you want.



COMMUNICATION

The real key to a successful life. Determine how you communicate with your team, clients, suppliers and, most importantly, yourself for the best outcomes.

Listening skills: learn how to listen to learn and grow more powerful in your knowledge, and better help your clients.

Authenticity: people buy from brands that they like and trust. Authenticity means to show the world who you really are and stay true to yourself, so that your clients know exactly what to expect.

Asking the right questions: as you learn how to listen more effectively, you also learn that listening encompasses asking the right questions. This helps you not only in your own education, but allows you to become more connected with your clients, and understand what it is that they need for their desired outcomes.

Relationships and connections: understand why connection and building and long term relationships with the right people is so important for growth and success

Body language: together we will work on how you can save time and energy by learning to read people more effectively. Watching for those signs that tell you if you are connecting with someone or a group, or if you need to change your communication technique.



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Doubt kills more fear than
failure ever will.

– *Suzy Kassem*

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YOU'LL BENEFIT FROM



Private sessions that are personalised and focused on your specific values, goals and roadblocks, so that we can develop a plan that works for you!



Support, encouragement and accountability to someone who wants to see you succeed.



Resources and tools to get you out of autopilot mode and inspire you to start living with confidence and excitement!



Fortnightly, 1 hour sessions via Zoom or face-to-face.



A 12 week program designed to provide enough time to implement strategies and changes, and see results for success.

YOUR INVESTMENT: \$3,950 + GST



WHY CHOOSE ME?

"Courage is realising that the outcomes you want for yourself are stronger than the fear that will stop you. Get brave and get results." - Tracey Mathers

Hi I'm Tracey Mathers and I create courage through results-driven mentoring and business coaching. It's kind of like when Cinderella put on her glass slippers and transformed into a bold, fearless and strong woman – I do that for women in business. I help women to gain confidence, direction and accountability, all while kicking goals and creating great success for themselves.

And why Cinderella? Because shoes is where my journey started...

As the granddaughter of the founder of the Mathers Shoes Empire, and third generation retailer, it was inevitable that I would become one too. In 1991, at just 24 years of age, the first Tracey Mathers Shoe Studio was born in Brisbane's Tattersall's Arcade. For over 25 years I owned and managed up to six shoe stores within Brisbane and the Gold Coast, as well as a warehouse and head office, leading a team of 25+ staff. I was able to propel my success forward through all facets of my business within sales, leadership, people management, communication, conflict management, marketing and team building. Quickly I learnt what works and what doesn't.

It was across 35 years within the retail and corporate world that I learnt my true passion, despite my love of shoes, is people. I find people fascinating. I was always having great conversations with my staff, suppliers and my customers, and I found that I could gain great insight and powerful outcomes being with others.



When I sold my stores in 2016, helping others to achieve their dream of success was the next natural progression in my career path. Through my work as an advisor, speaker, mentor and coach, I have helped hundreds of women build resilience and confidence, find their 'why', and empower them to achieve their goals.

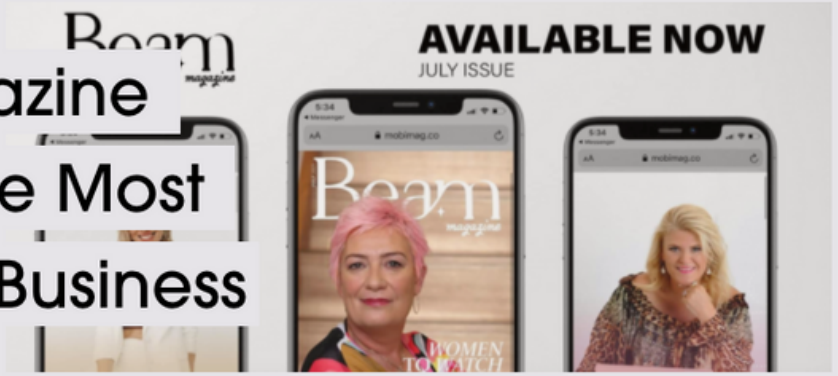
I love to see people with a desire for change gain more control, increase fulfillment and achieve massive growth in every aspect of life. And I believe we cannot do it alone – I could not have had the success in my life without the guidance of my 'Circle of Trust'!

I will help you to discover what has been holding you back. I love to see the difference even the slightest change can make to someone going forward and happily share my experiences to gain greater clarity, making people happier in their lives.

I take great pride in helping hundreds of small business owners to gain success, connection and confidence, and have proudly worked with companies such as PoolWerx, GNC Law, Anne Noonan, Davies Bakery, Pure Dash, Kellie Hobbs Interiors, Ember Solutions, Red Works, Geri's Beauty, Anne Higgins Photography, Sunday Society, The Prop House and more.



WINNER: BEAM Magazine
2021 People's Choice Most
Women to Watch in Business



WHAT MY CLIENTS SAY

“As a mentor you couldn’t ask for better. What other woman has been there, done that and can stop you making mistakes? Tracey’s experience as one of Australia’s most successful female entrepreneurs means you can leverage from her experience in conflict management, leadership and business management. Her practical, direct and down to earth approach as well as her genuine care means you’re in safe hands. How do I know? She’s been my mentor for 15 years. Tracey is an extraordinary listener and problem solver who has deep care for her clients and guides them with a gentle but firm hand to achieve their potential. It will be the best investment in yourself you’ve ever made.”

— Jane Anderson, PCC AFAIM speaker, trainer, coach, author & Master Career Director and Certified Executive Coach

“I have fantastic friends and family who I can discuss basic business direction with, however running a company manufacturing, e-tailing, retailing and wholesaling it was difficult to find someone who understood all the complexities of running such a business. It is so easy to fall into the trap of “working in the business, not on the business” and being in an extremely competitive industry, I knew I had to focus more on strategic growth & expansion and move away from the daily ins and outs. I engaged Tracey as a mentor knowing Tracey had previously run a footwear company and that she understood both the manufacturing and retail worlds. It was fantastic to be able to chat with Tracey who understood firsthand the daily challenges I faced and how difficult it can be to move away from the operational side of business and focus more so on aspirations and future goals & objectives. After spending time with Tracey, I was able to see a clearer, more defined company direction and had more confidence to step outside my comfort zone. Tracey gave me the confidence to move forward in areas that I lacked certainty and also prompted me to sit back to reflect and recognise the wins and how far the business had come. Tracey is compassionate, personable, engaging & super fun all combined with an amazing business acumen and savvy business sense.”

— Stacey Head, She Wear



GET STARTED DEVELOPING YOUR COURAGEOUS SPIRIT

1

Don't hesitate to contact me if you have any questions or queries - I'd love to chat!

2

Contact me via phone or email when you're ready to start, and we'll get you started on your courage journey!



0414 291 777



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