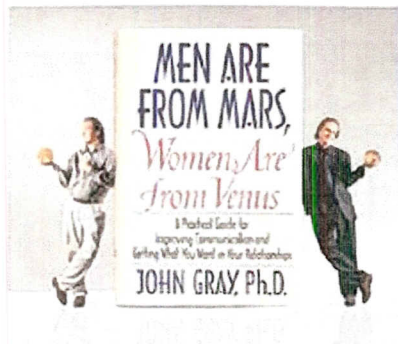


Mars Venus touches down downunder

Australian is poised for a close encounter with the work of relationship guru Dr John Gray with the arrival of the Mars Venus Coaching franchise in Australia. Gray decided to establish the franchise more or less in response to popular demand.

"In recent years, feedback from thousands of people around the world (and particularly Australia) who have attended the Mars Venus relationships courses has shown a demand for follow up programs or some form of tutoring that would enable ongoing reinforcement of the material and assist them to action what they have learned,"



Gray said. "Mars Venus had also been approached by a number of individuals who were keen to set up a business promoting and conducting Mars Venus relationship seminars in their area.

"By introducing a new range of seminars and workshops, combining them with coaching under the Mars Venus branding and then professionally training individuals with a suitable background, a new 'complete' business module has been born and Mars Venus Coaching established."

Grays says coaching is the second biggest growth industry to IT in the US and predicts huge world growth over the next 10 years. This boom will no doubt be driven by survey results from organisations that attribute to coaching increases such as: productivity up 53 percent, product quality and organisational strength up 48 percent, customer satisfaction up 38 percent, and bottom-line profitability up 22 percent.

Brad Sugars, CEO of business coaching franchise Action International is certainly impressed, to the extent of becoming a director. "I have personally experienced many of Dr John Gray's seminars and the outcomes I have achieved in all areas of my life from applying the techniques are phenomenal," Sugars said.

The group offers two distinct franchising opportunities in coaching, Life Coaching and Corporate Coaching (see our 'Franchising opportunities' pages). CEO Darren Stephens is expecting excellent take-up, due to the status of the Mars Venus brand.