

Clive Clifford



VISION:

To help business owners achieve their goals and dreams through coaching with commitment, integrity and respect. Having fun along the way is not an option – it is absolutely essential. As business owners, businesses should support our life goals and not dictate the way we live our lives.

BACKGROUND:

Clive was born and raised in southern Africa in a very entrepreneurial family. Growing up, he spent time in his parents businesses that ranged from a convenience store, curio export business, and garage through to an earth moving Equipment Company and a ladies dress shop. These experiences firmly entrenched the entrepreneurial spirit into Clive.

In college he decided initially to study civil engineering but soon got hooked on computers. He left college as no suitable courses were available and became a computer programmer and then a systems analyst.

After this brief sojourn into the corporate world he started the first of his own businesses. This was a Computer Aided Design dealership that he started as a one-man operation and grew it to have two branches and employ over 30 people. Subsequent to this he has owned and/or managed a number of businesses in South Africa, Europe and the USA. These businesses included a Computer Aided Design dealership, a computer distribution company, a computer consultancy, a presentation graphics bureau, a Dental Imaging company in Germany and an AutoCAD software development company. In addition he was appointed as the Iomega agent for Africa, responsible for setting up the distribution and building the brand awareness of these products in his territory.

WHAT QUALIFIES HIM AS A COACH?

Clive is a Licensed ActionCOACH Business Coach. Having experienced the majority of issues that business owners go through in growing their business Clive finds that he can really relate to these challenges.

Clive has always been committed to helping others and through his coaching he has found the perfect outlet to use his entrepreneurial experience and background to help business owners achieve their dreams by teaching them how to work on their business and not in their business.

ActionCOACH's definition of a business is

“A commercial, profitable enterprise that runs without you”

“When I first thought about this, it made a lot of sense. Even though many business owners really enjoy what they do, not many of them are in a position to have the choice of when and how hard they worked.” says Clive. “Unfortunately, what most of them have is a JOB – with a tough boss. Too few business owners have the choice and feel constrained by time, money, lack of systems or their team. That is what ActionCOACH and I can help them with
... because business should give you more LIFE”