

EXPERT BUSINESS COACHES
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COACHES

Agenda 2025

About Us



Valerie Delforge

Multi Award-winning International Business Strategist Consultant

Valerie Delforge is an International Business Strategist Consultant, Author, Judge and Public Speaker, assisting International Leaders in the Spa and Beauty industries to create a sustainable and profitable business. With over 30 years' experience, Valerie inspires teams to deliver the high standards expected, and has developed an easy to follow strategy to create a year-on-year strategic growth with her members since setting up her consultancy nine years ago.

Having had crucial commercial experience from Clarins, Urban Retreat, L'Occitane and her last role as the Head of Spa Operation of Steiner UK as well as her own Beauty Salon, Valerie recognises the various challenges owners and managers are facing and is able to focus their work on key strategies that are easy to implement in their business.

One of Valerie's strengths is her fresh new approach to the industry, focusing on five key pillars of success called The Delforge 5: Budget, Leadership, Reception, Marketing and Retail. When it comes to motivating managers, owners and teams, Valerie engages the whole audience with strong mindset shifts, leaving them to become commercially aware whilst giving them the tools necessary to be successful.

About Us



Amy Gordon

Multi Award Winning Business Owner, Mentor & Coach

Amy Gordon is a highly qualified Advanced Skin Practitioner and industry coach, bringing invaluable expertise to help industry professionals elevate their own practices. With firsthand experience growing her own small beauty business into a leading advanced skin clinic, Amy has a unique perspective on the challenges and triumphs of building a successful, multi-award-winning brand. After selling her clinic, she continues to operate a private monthly clinic, keeping her skills sharp and her insights relevant.

Drawing on her journey from hands-on practice to high-level management, Amy understands every aspect of the business. Her experience spans running an in-house training academy, launching a product line, and winning prestigious accolades, including Professional Beauty's Large Salon of the Year award and recognition among Essex's top businesswomen. Her deep involvement in the industry is further enhanced by her role as a contributing writer for Professional Beauty and Aesthetic Medicine, where she shares her expertise.

Now a Business Partner and Coach with The Delforge Group, Amy's coaching combines her operational knowledge, technical skill, and business acumen. She offers clients the guidance and strategic insight that can only come from years of firsthand experience in all aspects of this industry. Amy's insights are also valued in her role as a judge for leading industry awards, further solidifying her influence as a trusted mentor and leader.

Business Analysis

Online or In House



Now available both online or in-person, our Business Analysis is tailored for anyone feeling lost or wanting clarity in their business. We focus on finding a way for you to move forward with conviction, giving you long-term solutions with clear steps to accomplishing your goals.

Whether you are feeling overwhelmed, or even if you feel in control but have no clear overview of your business in its entirety, this 1-1 coaching is designed to give you a clearly defined picture filled with potential.

We provide guidance on how to build a monthly budget, we analyse your monthly business performance and dig down into the KPIs that really matter - such as individual and team profitability.

This coaching service provides you with a focused strategy that will inform your business decisions for years to come.

[FIND OUT MORE](#)

Testimonial

"I cannot thank Valerie and Amy enough for how their mentoring has changed both myself and my business hugely within the year I have been working with them. In a difficult climate my salon is now growing month on month and becoming the business I'd always felt was beyond me . In addition to the major improvements myself and my team have attained , I know that there is still far more we can achieve , more goals to smash and Valerie and Amy will definitely be the ones to help us do that."

- Kerrie Pullen, Editions Hair & Beauty

OUR SERVICES

I-2-I Coaching



We are passionate about coaching, becoming your trusted adviser and enabling you as a business owner to benefit from our experience and support.

Our one-to-one coaching acts both as a sounding board to talk through any new ideas you may have or issues you are currently facing, as well as **providing guidance on mindset, accountability, budget and leadership to keep you on track month to month.**

Whether you have completed one of our focused programmes or not, we can provide the guiding hand that helps you navigate through the journey of growth. It always helps to talk to someone who knows what you're going through, and with our shared experience and expertise at The Delforge Group, we are committed to helping you find the right path to move forwards.

This service requires a commitment to monthly coaching sessions. Regular meetings allow us to closely monitor your progress and adapt strategies to suit your growing aspirations.

[FIND OUT MORE](#)

Testimonial

"I've been working with Valerie and Amy for about a year now and currently do monthly coaching with them. Their support is so valuable, and they have really helped me to lean in to my role as a clinic manager, as well as navigate the ups and downs of day-to-day clinic life as an owner/manager. They have also helped to implement a number of very helpful processes and tools, which has enabled us to better analyse our performance on many different levels, from stock levels to revenue and everything in between. If you are looking for help, guidance, and reassurance in running a clinic and team and growing your business, then I wouldn't hesitate to recommend the Delforge Group."

- Fliss Ashton

OUR SERVICES

Power Hour



The Delforge Power Hour is one 60-minute zoom session of pure Q&A and guidance giving from either Valerie Delforge or Amy Gordon just for you and your business. You tell them the areas you need help with and ask all your questions, and they'll give you the answers.

- Do you think you've nailed working out staff commissions but just want to run it by another person?
- You could be feeling burnt-out and need a boost of motivation and some reassurance you are making the right decisions?
- Maybe your business has grown recently and you need advice on how to set targets or put procedures in place?
- You could even be on the verge of buying a new machine but want to sense check the numbers with someone.

There's no subject too big or small for your power hour

[FIND OUT MORE](#)

Testimonial

"I booked the power hour with valerie and I couldn't be happier. Valerie took the time to assess my business and helped me make the best decision based on real figures rather than industry assumptions. Valerie and Amy have been a pleasure to work with. I would highly recommend their services."

- Victoria Shields

OUR SERVICES

Focus Point



Introducing our 30-Minute Focus Point Call—your go-to for quick, targeted support, tailored to give you a burst of inspiration, motivation, or the direction you need. This session is all about efficiency; we skip the small talk and dive straight into addressing your specific question or challenge, delivering actionable guidance that's both concise and impactful.

Unlike our Power Hour, which allows us to explore topics more deeply, the 30-Minute Focus Call is perfect for situations where you already have a clear idea of what you need help with and are looking for a quick, sharp answer. Ideal for specific topics, these sessions are designed to be short, snappy, and effective, making sure you walk away with the clarity and confidence you need to move forward.

Thanks to the success of these sessions with our members, we're excited to now offer this option to anyone looking for focused, immediate support

[FIND OUT MORE](#)

OUR SERVICES

Delforge Method Programmes



Our 5 Delforge Method Programmes provide a 1-2-1 bespoke coaching approach combined with powerful specific field tools and online training, created to grow your business in the areas we believe are most impactful to increase profitability and achieve your goals; structure, operations and mindset.

We know all businesses are different, so we're now offering options for businesses with or without teams so you have a truly personalised experience with us.

DELFORGE METHOD PROGRAMMES

- [Management to Leadership](#)
- [Reception & Customer Journey](#)
- [Retail Culture In-House](#)
- [Retail Culture Online](#)

Mini Online Courses

Key Documents

Free Downloads



We've expanded our offerings to include a diverse range of Mini Online Courses, Key Documents, and Free Downloads. Our website provides direct access to essential business resources.

- **Mini Online Courses:** explore our expertly crafted courses that cover a wide range of topics. Each course is designed to be concise yet impactful, allowing you to gain new skills and insights in a convenient, accessible format.

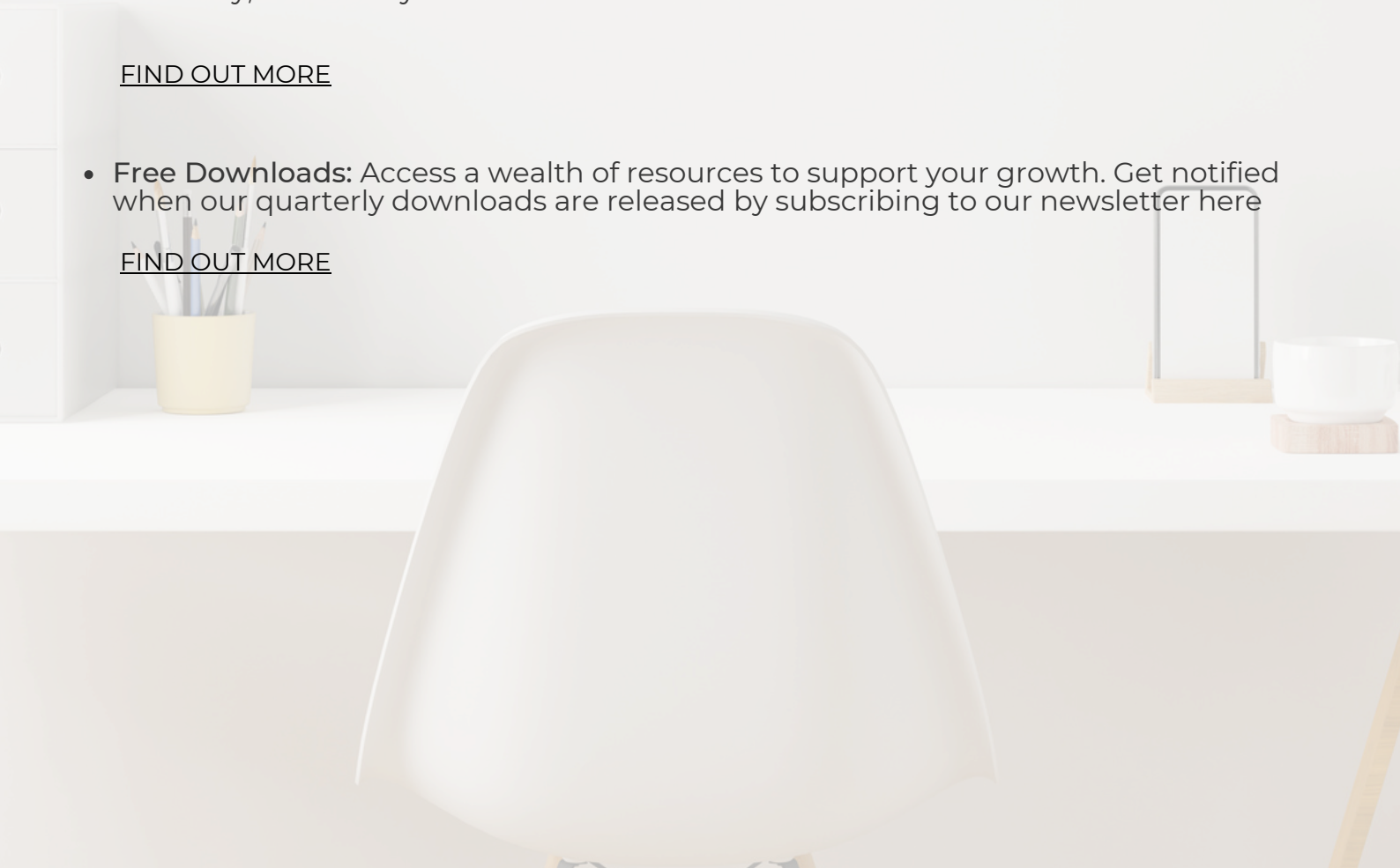
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- **Key Documents: Essential documents at your fingertips.** Our selection includes templates, checklists, and guides, all crafted to streamline your operations, improve efficiency, and drive your business forward.

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- **Free Downloads:** Access a wealth of resources to support your growth. Get notified when our quarterly downloads are released by subscribing to our newsletter [here](#)

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Get in touch



Book A Complimentary Consultation

You can schedule a complimentary phone call with us to discuss our services, your specific requirements and see where we can support you.

To find out more about any of our services and how we can work together, please feel free to get in touch.

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