



Brad Sugars' business career began when he was seven years old and he decided to lease his Christmas presents to his brothers.

After earning a degree in accounting from Queensland University in Brisbane, he became a "serial entrepreneur," owning or running more than 30 different businesses, including a magazine, a pizza wholesaler, and a women's retail boutique – using a series of systemized tools to grow sales and profit in each one.

After teaching his marketing techniques to Robert Kiyosaki's students in Hawaii, Brad developed his own seminar company and expanded his one-on-one coaching practice to include virtually every industry and business category.

The result was Action International, one of the first "business coaching" companies in the world – focused exclusively on business education, team building and profit growth.

Expansion into Asia prompted Brad to franchise Action International – allowing the company to taking advantage of a number of rapid growth opportunities.

Action then built a network of offices in the United States, Canada and Europe.

After a rebrand in 2006 to the current **ActionCOACH** identity, the company also added South Africa to its list of global franchise offices.

Today, **ActionCOACH** is ranked as the world's leading international business coaching franchise, with more than 1,000 offices in 39 countries.

A best-selling author of 14 highly acclaimed business books – including four international best-sellers – Brad has taught nearly a half-million people worldwide how to create business, real estate and financial success.

He currently resides in Las Vegas.



COACHING. NOT JUST FOR SPORTS.