

# Can I Afford Not to Have a

Hundreds of thousands of businesses worldwide would suggest that perhaps you can't.

### Who are Business Coaches?

A **Business Coach** is just like a sporting coach. A sporting coach pushes an athlete to achieve optimum performance, provides support when they are exhausted and teaches the athlete to execute plays that their competition does not anticipate.

A sporting coach will make you run more laps than you feel like. A sporting coach will tell it like it is. And a sporting coach will listen.

The role of the **Business Coach** is to coach business owners/managers to improve their business through guidance, support and encouragement. They help the owners/managers of small and medium sized businesses with their sales, marketing, finance, management, team building and so much more. Just like a sporting coach, your **Business Coach** will make you focus on the game.

As the world of business moves faster and becomes more competitive, having a **Business Coach** is no longer a luxury; it has become a necessity.

### What do they do?

If you are having difficulty with something in your life (either personal or in business) it can generally be solved by learning new skills.

A **Business Coach** will assist you to build these essential skills that you need to lead and manage a successful business. They will help you in setting your business development goals and ensure you become more accountable for what should be your most important work, the work of developing your business.

**Business Coaches** provide you with objective feedback about what you need to do to get your business on track. A healthy business coaching relationship will provide an honest ongoing assessment of your Business Development Activities, assisting you to focus your efforts on the areas that will have the greatest long term positive impact on your business.

A **Business Coach** is an advisor who will work with you to identify your strengths and weaknesses and teach you how to track your progress, and motivate you to make the very best of your business, based on your own needs.

# Business Coach?

### When do I engage one?

As a golfer, it is important to learn the correct technique from the start. As such the prudent golfer takes golf lessons from a suitably qualified coach. At first they find the skills difficult to comprehend and hard to perform... but with practice it starts to make more sense and they can see rewards for their patience and hard work.

Similarly, in business, the best time to engage a **Business Coach** is at startup, that is, in the planning phase of commencing a new business, or on purchase of an existing business. Get the strategies, goals, systems and procedures right from the start and you will give your business the best possible chance of success.

Of course if you are an existing business, it's not too late to fix that "technique" and optimise your business's true potential. A few meetings with a **Business Coach** can "straighten that swing" in no time and you will be wondering why you didn't see one sooner.

Perhaps your business has grown so fast that you feel like you're losing control of it? That's not an uncommon problem for a successful business owner. You've grown, you have more employees, you're making more money - but you also have more problems. It's easy to feel overwhelmed and unfocused in that situation, and a **Business Coach** can get you back on track, focused on your next Step.

### Where do they perform their services?

**Business Coaches** can perform their services over the phone, fax or internet, but preferably face to face at your business premises.

### Why do I need one?

- To help you to define a strategic direction for your business.
- To help you to set business development goals.
- To help you understand financial management concepts and practices.
- They will provide an objective assessment of your business... a fresh approach to looking at old problems.
- They will identify key performance improvement opportunities.
- They will identify sales and profit growth opportunities.
- They will spur on and motivate you when plans aren't going well.
- They will help you develop a business exit strategy.
- They will help you to raise standards to achieve set goals.
- They will inspire you to become more fulfilled and successful.

### How much do they cost?

As a business owner or manager, you probably invest in things like equipment and new employees. You may also invest in shares and real estate - these are all investments that you make secure in the knowledge that you'll gain a profit from the money spent. But can you guess what investment will give you the highest Return On Investment (ROI)? An investment in yourself!

Hiring a **Business Coach** is one smart investment you can make in yourself. You work hard managing your business, putting in long hours, managing your employees, solving problems, dealing with customers, and often feeling as if all the pressure to succeed rests on your shoulders. A professional **Business Coach** can help you to prioritise your goals and work more efficiently, and can advise you on how to increase your business's profitability. The **Business Coach** will make you and your goals the focus of all their attention, helping you to make a plan and move forward rather than just "putting out fires" every day while you wallow in the same old rut.

**Business Coaches** would structure an affordable service package to suit the client's needs. Fees would vary dependent on the type of service being offered. Rates would not be dissimilar to accountant's. Generally speaking, the longer the engagement, the lower the hourly rate.

Don Littler  
Business Steps



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