



Alder Business Advisors – Leader and Team Coaching – Overview

The Benefits of Coaching

Coaching creates a partnership of commitment and trust that is focused on the Coach working with a Client to achieve their goals. Client and Coach work through discovery of issues and goals, uncovering and identifying hidden and overt biases and assumptions, exploring alternative solutions, and developing strategies to overcome blockers, and make progress towards success.

For Business Owners, Coaches may help clients identify and address core challenges with their evolving identity with their business, managing through changes in the direction and scale of the business, their developing reliance on new employees and leaders, and eventually, hopefully, their successful exit from the business they created.

For Teams, Coaches can help new groups of employees move from forming and storming toward becoming fully high-performing, focused, collaborative, interconnected, and interdependent. Coaches can also help older, established teams reconnect, re-energize, and move past old norms and behaviors that may be holding them back.



We Bring Experience. We Focus on Your Goals

Alder Advisor-Coaches are experienced at working with business owners, founders, partners, senior leaders, seasoned and new managers, and front-line and back-office employees. Coaches are able to switch modes as needed from teachers to mentors, facilitators to consultants to back-of-the-room observers offering directed feedback and support when most needed.

Our job as coaches is to help you identify your most important priorities and needs, help uncover overt and hidden motivations, and help your teams adopt the guidance, tools, and strategies you need that will transform and accelerate your business.

When it is most difficult, we can help you and your team go from overwhelmed to overcoming challenges, sputtering to consistent results, growth to acceleration.

We can also help you shift your people from disengaged to excited, ambiguous to passionate, antagonistic to aligned. With more energy, your business can harness more excitement, alignment, momentum, and turn that into bottom-line results.





Coaches Help Remove Barriers That Get in the Way of Growth and Results

A key benefit of Alder Business Advisor-Coaches' approach is the support and partnership Alder Business Advisor-Coaches provide in turning Learning into Action that produces results.

$$\text{Results Happen = When } \frac{\begin{matrix} \uparrow \text{ Motivation + } \uparrow \text{ Learning + } \uparrow \text{ Action} \\ \downarrow \text{ Unaddressed Barriers} \end{matrix}}{\quad}$$



Alder Business Advisor-Coaches help Business Owners and Teams recognize and address key barriers to change.

Advisor-Coaches help Teams move forward by boosting energy, keeping focus on their destination, offering experience and guidance when needed, and providing resources and tools to help navigate the biggest obstacles.

Could Coaching Benefit Your Business?

Every business faces challenges. The differences between businesses with the same opportunities often comes down to focus, motivation, energy, and teamwork. Energy that builds can be directed. Energy that fizzles is difficult to replenish without outside stimulus and support. Often, these problems become too great for Senior Teams or Business Owners to solve on their own.



If you are a Business Owner struggling with what to do next, **give us a call**. We are here to help.

About Alder Business Advisors

We provide coaching, training, tools, and executive-level support to Business Owners to solve critical business challenges, improve results, and grow the value of their companies.

We work with businesses between \$1M and \$10M average recurring revenue (ARR). We support companies in technology, engineering, construction, professional services, private equity and venture capital portfolios. Our broad and deep Advisor experience helps us work with other businesses as well.

For More information, Contact:

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