



## TOP 10 TIPS WHEN SELECTING A BUSINESS COACH

There are many small business coaches to choose from, so it helps to have clarity about what you're looking for in a coach.

1. **More than one:** Choosing a business coach who works on his own indicates failure as this shows he cannot scale beyond his own time; look for someone who has support and other coaches as part of his own company – indicating they practice what they preach regarding running a business. If he's on his own, he's just bought himself a job.
2. **Start with their qualifications.** Ensure that the coach is focussed on continuous professional development. Finding a Coach who is focussed on being up to date shows that they are able to remain relevant and not rest on their laurels. Ensure their qualifications are relevant to business instead of self-development, fine arts or music. You need to be aware that unlike law, accounting or finance, anyone can be a 'business coach' so you really need to be alert to fraudsters.
3. **Select someone who has experience as a coach and as a business owner or manager.**  
Look for someone who has run their own business successfully and has also operated in a business environment working for others. This shows that they are able to work collegiately as well as doing things on their own.
4. **Know the size of your business and select a coach accordingly.** Some business coaches specialise in coaching small or medium business while others specialise in coaching self-employed business owners and solo entrepreneurs.
5. **Choose a coach who coaches as well as consults when required.**  
Coaching is all about challenging you to come up with the answers or to discover where to get the answers from. A coach needs to be able to guide you to take action, reach your potential, and manage your time effectively. As a business owner you know how important it is to have marketing skills, finance, management and planning skills but you may not have the required level of expertise. In these cases, your business coach needs to be able to morph into a consultant and provide you with the expertise you lack.
6. **Ensure the coach is reputable:** Check any associations they belong to, reference check them if you can, review their qualifications, review their LinkedIn profile and even search via google to see how deep their expertise runs.
7. **Expert status:** Does the business coach speak, write and teach on business topics? Are they a known expert in their field? Is the coach an expert on business topics: marketing, management, finance, sales, customer service, planning, etc.



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8. **Free consultation:** Make sure the coach offers a free initial consultation, so that you can get to know one another and see if there is a good fit between what you need and what your coach can offer.
9. **Good fit:** Assess whether this person will challenge you, push you and help you strive to be the best business owner you can be in a manner which is not offensive. It's also critical to ensure you actually like your coach and believe you will get along with them personally.
10. **Fees and programs:** Make sure that the fee structure is clear, transparent and without any add-on costs once you engage them and that you know exactly what you are getting.

If you cannot obtain a reputable referral from someone you trust in regards to a business coach, contact me to discuss your requirements and what you hope to achieve in your business. Also feel free to put me to the test and see how I shape up as a prospective business coach for you! (Free consultation of course)

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