



## WHAT A BUSINESS COACH DOES

A successful Business Coach traditionally comes from a background of success in their chosen field, profession or industry. A less than successful Business Coach comes from a background of failure so decides to teach business owners what to do and not do in light of their failures. i.e., those who can't do – teach.

The role of a Business Coach is to use their skills, qualifications, experience and successes to help business owners to:

- solve issues and problems within the business
- create value, maximise growth and profitability,
- improve business performance and fulfill business needs that cannot be undertaken by the client due to lack of time, money or other resources.

A Business Coach typically can do the following tasks:

- Propose ways to improve a business' efficiency, provide objective advice and expertise to help the business owner develop any specialist skills that may be lacking, and advise owners on how to make their organisation more profitable through reduced costs and increased revenues.
- Use their independence to manage difficult or political situations on behalf of their client, often using change management expertise and human resource knowledge.
- Analyse and identify problems to form hypotheses and propose solutions
- Identify staff challenges and facilitate training workshops to deal with them
- Help plan marketing strategies and implement brand and lead generation activities.
- Interview the client's employees, management team and other stakeholders to identify bottlenecks and solutions
- Prepare business proposals and presentations to share research and propose recommendations as to the way forward
- Implement recommendations or solutions and ensure that the client receives the necessary assistance to carry it all out
- Liaise with the client to keep them informed of progress; make tactical decisions and propose longer term strategies
- Design, Implement and Manage projects and programs whilst teaching those within the team what to do and how to do it.
- Assist new business start-ups with all and every aspect of establishing a new business; whilst not providing any advice but merely offering guidance.

In summary, a Business Coach or Management Consultant may have the general expertise to assist in all areas of a business or specialise in only one area like Finance, HR, Marketing, Management or the Operations.