



***BeBetter***  
**Business &  
Leadership  
Coaching**



# ***What is Business Coaching?***

- A business coach is a professional who provides guidance, support, and advice to individuals or groups looking to improve their performance in a business setting
- The primary goal of a business coach is to help clients achieve their business objectives, whether that be improving their leadership skills, increasing revenue, expanding their customer base, or any other specific goal





*Coaching*

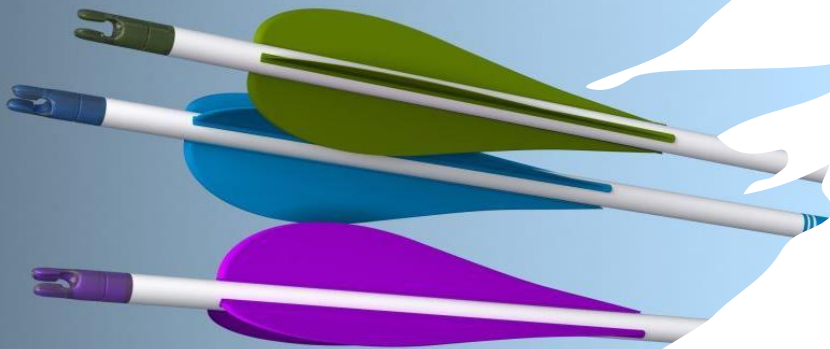
# ***The coach***

A high performance business coach is an experienced professional who helps individuals or teams achieve their goals and improve their performance in business-related activities. The primary role of a high performance business coach is to help clients identify their strengths and weaknesses, set achievable goals, and develop strategies to overcome challenges and obstacles.

Some of the specific activities that a high performance business coach may engage in include:

1. Assessing performance: A high performance business coach may use assessments and performance metrics to identify areas where the client needs to improve.
2. Setting goals: The coach will help the client set specific, measurable goals that are aligned with their personal and professional aspirations.
3. Developing strategies: The coach will help the client develop a plan of action to achieve their goals, which may include developing new skills, changing behaviors, or building new relationships.
4. Providing feedback: The coach will provide regular feedback and support to the client to help them stay on track and make progress towards their goals.
5. Holding the client accountable: The coach will help the client stay accountable for their actions and ensure they are taking the necessary steps to achieve their goals.

A high performance business coach works closely with clients to help them achieve their full potential in the business world. They are focused on helping clients improve their performance, develop new skills, and achieve their goals.







# ***What the coach does:***

- 1. Conducting assessments to identify areas of improvement
- 2. Developing customized coaching plans
- 3. Providing ongoing support and accountability
- 4. Helping clients set and achieve specific goals
- 5. Providing guidance on leadership and management
- 6. Developing strategies for marketing, sales, and customer service
- 7. Providing advice on financial management and budgeting
- 8. Helping clients develop effective communication and interpersonal skills
- 9. Assisting with team building and employee development.

a business coach can help clients achieve greater success by providing them with the tools, knowledge, and support they need to reach their full potential



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a circular pattern, converging towards the top of the frame. A bright sun is visible at the top center, creating a starburst effect and casting a strong light across the scene. The sky is a deep blue with scattered white clouds. The overall color palette is dominated by blues and whites, with the dark silhouettes of the buildings providing contrast.

# *Working with Leaders*



# ***Why is Leadership Growth Important?***

- Leadership growth is important because it helps organizations achieve their goals and stay competitive in a rapidly changing business environment
- By investing in leadership development, organizations can build a strong foundation for long-term success



# ***How does coaching help leaders?***

- Coaching can be an effective way to help leaders develop their skills and reach their full potential
- Coaching can be a valuable tool for leaders who are looking to develop their skills and reach their full potential
- By working with a coach, leaders can identify areas for improvement, develop a plan to achieve their goals, and receive ongoing support and guidance to help them stay on track







# ***Leadership Growth***

1. **Improved Performance:** Effective leaders are able to inspire and motivate their team to perform at their best. As a result, organizations with strong leaders tend to have higher levels of productivity, innovation, and profitability.
2. **Adaptability:** Leaders who are committed to their own growth and development are more likely to be able to adapt to changing circumstances and stay ahead of the curve in their industry.
3. **Talent Retention:** Employees are more likely to stay with an organization when they feel that their leaders are invested in their growth and development. As a result, organizations with strong leaders tend to have lower turnover rates.
4. **Better Decision Making:** Strong leaders are able to make informed decisions based on a deep understanding of their organization and the market in which they operate. This leads to better outcomes and fewer costly mistakes.
5. **Improved Communication:** Effective leaders are skilled communicators who are able to articulate a clear vision and inspire others to work towards common goals. This leads to better collaboration, teamwork, and a more positive work environment.

# ***How does coaching improve productivity?***

- Coaching can help individuals improve their performance, develop new skills, and stay focused and motivated
- Coaching can help individuals become more productive and achieve their goals more efficiently and effectively





# ***What the coach does:***

1. Provides objective feedback: A coach can provide leaders with an objective perspective on their strengths and weaknesses, which can help them identify areas for improvement and develop a plan to address them.
2. Helps leaders set and achieve goals: A coach can work with leaders to identify specific goals and develop a plan to achieve them. This can help leaders stay focused and motivated, and achieve their goals more quickly and effectively.
3. Develops self-awareness: Coaching can help leaders develop a greater understanding of their own strengths and weaknesses, as well as their leadership style and how it impacts others. This increased self-awareness can help leaders become more effective communicators, collaborators, and decision-makers.
4. Builds confidence: Coaching can help leaders build confidence in their abilities and their decisions. This increased confidence can help leaders take on new challenges and achieve greater success.
5. Provides support and accountability: Coaching provides leaders with ongoing support and accountability, which can help them stay focused and motivated. This can be particularly helpful during times of change or uncertainty.



# ***What is the ROI on coaching?***

- Calculating the return on investment of coaching can be challenging, as it can be difficult to quantify the impact of coaching on individual performance and organizational outcomes
- However, research has suggested that coaching can have a positive ROI
- For example, a study conducted by the International Coach Federation found that coaching can have a positive impact on individual performance, job satisfaction, and work-life balance, among other outcomes
- Specifically, the study found that individuals who received coaching reported: In terms of ROI, another study conducted by the ICF found that organizations that provided coaching to their employees saw an average return on investment of 7 times the initial investment





# ***What is the ROI on coaching?***

- However, it's important to note that the ROI of coaching can vary depending on a variety of factors, such as the goals of the coaching engagement, the frequency and duration of coaching sessions, and the specific outcomes being measured



# *Impact*

a study conducted by the International Coach Federation (ICF) found that coaching can have a positive impact on individual performance, job satisfaction, and work-life balance, among other outcomes. Specifically, the study found that individuals who received coaching reported:

- An average improvement in performance of 22%
- An average improvement in job satisfaction of 43%
- An average improvement in work-life balance of 60%

In terms of ROI, another study conducted by the ICF found that organizations that provided coaching to their employees saw an average return on investment of 7 times the initial investment. This means that for every dollar invested in coaching, the organization saw an average return of \$7 in improved performance, increased productivity, and other organizational outcomes.







*Make the Investment*



# *What's the investment*

Let's assume that a 30-minute productivity improvement per day for a \$150,000 per year leader leads to an additional half-hour of productive work per day.

Assuming this productivity improvement happens every workday (5 days per week) over the course of a year, this would add up to:

$0.5 \text{ hours/day} * 5 \text{ days/week} * 52 \text{ weeks/year} = 130 \text{ hours/year}$

If we assume a 40-hour work week (assuming the leader has a typical full-time schedule), then the 130 hours of increased productivity represents an increase of 3.25 weeks of work per year.

To calculate the financial impact of this increased productivity, we'll need to make some assumptions about the leader's billing rate or the value they create for the organization. For the sake of simplicity, let's assume a conservative billing rate of \$100 per hour.

$130 \text{ hours/year} * \$100/\text{hour} = \$13,000/\text{year}$

So, a 30-minute productivity improvement per day for a \$150,000 per year leader could potentially add up to an extra \$13,000 per year in value for their organization.

Multiply that by all the people being coached.





# *The Coaching Engagement*



# ***How does coaching work?***

- Business coaching typically involves a structured, one-on-one relationship between a coach and a business owner or leader
- The process usually begins with an initial assessment to identify the individual's goals, strengths, and areas for improvement
- Overall, business coaching provides individuals with a structured, personalized approach to improving their performance, developing new skills, and achieving their goals







# ***What the coach does***

The coach may use a variety of techniques and strategies to help the individual improve their performance, such as:

1. Identifying and addressing limiting beliefs and behaviors that may be hindering the individual's success.
2. Developing strategies for goal-setting and accountability to ensure the individual stays focused and on track.
3. Providing feedback and guidance to help the individual improve their leadership and communication skills.
4. Helping the individual develop a plan to manage their time and prioritize their tasks effectively.
5. Supporting the individual in developing new skills and competencies to enhance their performance and effectiveness.


Throughout the coaching engagement, the coach will typically meet with the individual on a regular basis to review progress, discuss any challenges that have arisen, and adjust the plan as needed.

# ***Why have a coach?***

- Whether or not you need a coach depends on your specific goals, challenges, and needs
- However, if you are facing challenges, looking to achieve specific goals, or seeking to improve your skills or competencies, working with a coach can be a valuable investment in yourself and your future
- Here are some questions to consider to help you determine if a coach might be beneficial for you: Ultimately, whether or not you need a coach depends on your unique circumstances







# ***Do you need a coach?***

1. What are your goals? Do you have specific goals you are trying to achieve in your personal or professional life? A coach can help you identify these goals and develop a plan to achieve them.
2. Are you facing any challenges or obstacles? Do you feel like you are stuck or facing roadblocks in your personal or professional life? A coach can help you identify these challenges and develop strategies to overcome them.
3. Do you feel like you are not making progress? Are you feeling frustrated or like you are not making progress towards your goals? A coach can help you identify what might be holding you back and develop strategies to move forward.
4. Are you looking to develop new skills or competencies? Are there specific skills or competencies you would like to develop to be more effective in your personal or professional life? A coach can help you identify these areas and develop a plan to improve your skills.
5. Do you feel like you could benefit from feedback and support? Do you feel like you could benefit from an outside perspective and feedback on your ideas and plans? A coach can provide you with feedback and support to help you achieve your goals.





*Next steps*



# ***Make the move***

- Ultimately, whether or not you need a coach depends on your unique circumstances. However, if you are facing challenges, looking to achieve specific goals, or seeking to improve your skills or competencies, working with a coach can be a valuable investment in yourself and your future.
- Are you ready to take your business to the next level? Don't wait any longer. Contact us today to schedule a consultation and see how our solutions can help you achieve your goals. Call us at +61416173438 or visit our website [sharonmrobson.com](http://sharonmrobson.com) to learn more and get started.





