

More Information on Business Coaching

The Sole Trader

As a sole trader, you rely on yourself for all aspects of your business, from performing the very functions of the business to planning, marketing, goal setting and keeping an eye on the books! Aside from the obvious, there are many aspects that can affect the sole trader and therefore the business. For example issues in your family life, your relationships or your health could just as easily effect your profit and in this vein business coaching to a sole trader is akin to life coaching.

What is a coaching relationship?

A coaching relationship exists on a temporary basis between a client (a business person in this case) and a coach in order to achieve a certain set of outcomes or goals for that business. Your business coach is completely dedicated to working toward your goal achievement in an unbiased and independent manner. The essence of coaching is really one of facilitation, where your coach will skillfully critique and at the same time challenge your thought processes to create a set of actions which will in turn lead to the successful achievement of your outcome.

A successful coaching relationship will be based on trust and allows the coach to challenge the client sometimes beyond a 'comfort zone'. The process should empower clients to find solutions that were beyond them previously.

So what do we focus on in business coaching?

The answer is what ever we need to achieve your outcome. Typically some common focus areas are;

- Strategic planning & goal setting
- Enhancing profit
- Project management
- Marketing
- Sales
- Client management
- Business growth
- Managing change

What else will I get from my Business Coaching?

You will find a new clarity and direction for your business and create new ways of fulfilling your potential. Motivation and inspiration will return and perhaps rekindle the feelings that were present when you first decided to go it alone!

Above all create success for yourself and consider this question;

**Do you work for your business?
or
Does your business work for you?**