

**SIGRID DE KASTE**

# **WHAT IS BUSINESS COACHING ALL ABOUT?**

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# **Discover: What Business Coaching is all About**

Business is about people and with people it is about relationships. What you accomplish or not is directly tied to how well you form relationships with other people. No one makes it on their own in business. Behind every successful entrepreneur are great partnerships with mentors, masters and coaches. These are people who stimulate, drive and even confront you to become the very best you can

Whatever business you are in, if it is your desire to succeed find a coach, mentor or master in that area. It makes sense to work with someone who actually knows what your challenges are and can objectively but with authority point out where to find improvement opportunities

## **1.What is Coaching?**

### **Coaches:**

- Help people set better goals and then reach those goals.
- Ask their clients to do more than they would have done on their own.
- Help their client to focus better so as to produce results more quickly.
- Provide clients with the tools, support and structure to accomplish more.
- Clients get focused and produce faster because they have a coach.

## 2. Why does Coaching work?

Coaching works for several reasons.

**Synergy:** Client and coach become a team, focusing on the client's goals and needs and accomplishing more than the client would alone. Synergy between the coach and client creates momentum.

**Structure:** With a coach, a client takes more actions, thinks bigger and gets the job done, thanks to the accountability, which the coach provides. Better goals are set - ones that naturally pull the client toward the goal rather than goals that require the client to push them to the goal.

**Expertise:** The coach knows how to help a client make better decisions, set the best goals, and restructure their professional and personal goals for maximum productivity. The client develops new skills, and these skills translate into more success.

**Coaching:** Coaching is rather like consulting. However, the coach stays with the client to help implement the new skills, changes and goals to make sure that they really happen.

**Best Friend:** A best friend is wonderful to have. But is your best friend a professional who you will trust to work with you on the most important aspects of your life and/or business, and whose sole purpose is to bring out your best? A coach has no self-interest other than to support you - there's an objectivity and confidentiality that might not exist with a friend. Have both - a best friend and a coach!

### **3. Who hires a Coach and Why?**

People hire a coach because:-

- ✓ They want more
- ✓ They want to grow
- ✓ They want to do things more easily

It's as simple as that. Coaches help a client get all three, quickly.

### **4. What Happens when you hire a Coach?**

Many things, but the most important are:-

- You take yourself more seriously
- You take more effective and focused actions immediately.
- You stop putting up with what is dragging you down.
- You create momentum so that it's easier to get results.
- You set better goals that are more exactly what YOU want.

### **5. Does a Business Coach work on Business or Personal Goals?**

Both actually. With the line between personal and business life blurring, an experienced business coach can work holistically with ALL aspects of you.

## 6. What is Worked on?

Business Coaches focus where their clients need them the most. The client and coach might work on the following:-

- ✓ Business planning, budgeting and goal-setting
- ✓ Integrating business and personal life for balance
- ✓ Taking a project to completion
- ✓ Handling business or personal problems.
- ✓ Making key decisions and designing strategies.
- ✓ Prioritizing actions and projects
- ✓ Catching up and getting ahead of the business
- ✓ Training, developing and managing staff
- ✓ Increasing sales substantially or filling a practice
- ✓ Turning around a difficult situation
- ✓ Career development or transition

A business coach does just what an athletic coach or music teacher does, only in a more complete and bigger way. A business coach challenges you and takes the time to find out what winning in life means to you. A coach is your partner in living the life you know you can accomplish, personally and professionally. A coach is someone to hold you accountable for your life, to make sure you really do live up to your potential.

No matter where you are in life, there is always a desire for more. More success, more money, closer relationships, a deeper feeling of meaning in life etc. It is the nature of people to want to attain more, become more, be more and we all struggle with how to get what we're looking for.

Most people believe that "hard work and doing it on your own" are the keys to finding the life, success, money, or happiness that they seek. They believe that a price must be paid to attain what they want, and often the price is poor health, not having enough time to enjoy life, strained family relationships or lessened productivity. The saddest part is that, even though this effort may result in more of something, it is often not the something you had in mind, and you end up back where you started, or worse, further from your real intentions.

Athletes and performers know about this trap. They know they need someone else, a trained someone else to help them set goals, discover real needs, and work effectively toward ultimate goals of excellence. So they are willing to hire a coach or a teacher. No serious athlete or musician would expect to progress very far without one.

## 7. How does Business Coaching Work?

Business Coaching is delivered during regular sessions by telephone/skype and/or in person, whichever is more convenient. Clients bring an agenda of items to the call. The coach helps to solve the problems and make the most of the opportunities. When a client is missing a principle or distinction, we draw one so you can see a whole lot better. When a client is taking on a large goal, we help them design the project and provide the support and structure needed to make sure it gets done. We bring out the client's best by offering advice, expecting a lot, and helping to strategize and celebrate the wins.

## 8. How do I start?

We begin with a questionnaire to establish the Business Profile. A time is set to discuss the profile outcome and recommendations are made on how to proceed. Any urgent business matters are taken into account and worked on first as well as putting data collection methods in place should we decide to work together.

PS - If you would like more detail on any aspects touched on in this report or have questions, [please click here to contact](#)

