



What is Coaching?

Coaching is helping another person produce a desired result.

What is a Business Coach?

Like a sports coach who guides teams to success with a winning game plan ...

... A Business Coach guides business owners to success with tested, proven and systemized ways to build and improve their businesses.

What is the Difference Between a Coach and Consultant?

Coaching is different from consulting in a number of ways ...



Coaching and consulting can both help businesses grow, but do so in different ways.

A Business Coach:

Paid by the program

Focused on accountability

Asks questions

Teacher

Generalist

Knowledge transfer

Client does the work

Life-long learning by client

Plan is driven by client's needs

90-day planning cycles

Uses client's team

Self-sustainable systems

Compassionate, unreasonable friend

Client does homework, constantly involved

Applies strategies proven effective for every category and industry

Solutions come from client

A Business Consultant:

Paid by the hour

Focused on the deliverable

Tells the client what/how they will do it

Doer

Specialist

Expertise is their value; they keep it

Consultant does the work

When consultant leaves, so does expertise

Plan is driven by deliverable definition

Deliverable milestones

Uses other consultants

Maintenance contracts for deliverables

A friend as long as they get paid

Client involved with initial planning and final acceptance; otherwise, little involvement

Applies strategies based on industry expertise for every category and industry

Solutions come from consultant

COACHING. NOT JUST FOR SPORTS.