

Case Study – Business Coaching

ID-BUSINESS20080401

Overview

This case study is a general compilation of issues and approaches presented in an business coaching relationship. If you would like to discuss more specific examples, please contact Noel Posus through the contact details at the end of this document.

Overview

The client has indicated they have the following goals from the coaching relationship:

- o Improving time management
- o Stress management
- o Strategic planning
- o Marketing and promotion
- o Life-Work Balance

Methodology

One of the first approaches we used was doing a Wheel of Life (Business) assessment where the client was able to rate their performance in the following categories:

- o Vision, mission, values, objectives and strategy
- o Partnering and networking
- o Marketing and promotion
- o Service delivery
- o Systems and administration
- o Researching
- o Training, feedback and sharing knowledge
- o Continuous improvement, people, processes and technology
- o Team ownership
- o Social responsibility

From there, we were able to gain more clarity about the exact objectives to set to begin the process of co-creating some actions plans to achieve them.

We then worked through the issues individually, beginning with rethinking the term, "time management" and changing it to "schedule choice management" so that the focus is on the choices being made and not about the perceived lack of time.

This blended into the objective about stress management, which required that we looked at the following:

- o Strategic needs
- o Skills to deliver
- o Delegating and/or outsourcing
- o Negotiating agreements with vendors, partners and staff
- o Situational leadership
- o Keeping agreements, including agreements made to family and friends, and most importantly to self

We worked together to document the strategic plan in a practical and relevant model which meant that it could also be used as a daily dashboard for leading the business. This was based on a strategic balanced scorecard approach.

One of the big challenge areas was around promotion and marketing activities, which for many businesses also involves a fair amount of networking. The client felt inadequately skilled to network effectively and was also conscious of how other people responded to his networking. Together, we reworked attitudes and efforts in a model of "Networking to Give versus Networking to Get" which was far more comfortable and effective for the client.

Throughout our coaching we also looked at life/work balance. One of the tools used was the Wheel of Life (Foundation) which explored:

- o Health
- o Knowledge and Learning
- o Social
- o Financial
- o Family
- o Relationship with Self
- o Partner
- o Spirituality
- o Career and/or Business
- o Giving to Others
- o Giving to Self (Honouring one's own needs)

The client was able to set out a number of personal goals related to their health, finances and partner.

Business coaching clients work with their coaches for a minimum of six months on average, meeting weekly. This is often a very intensive learning curve time. After the initial six months the relationship often moves to monthly meetings with email and phone coaching support in between sessions, and this continues for one year in most cases but can expand to two years or more.

Outcomes

The client identified the following outcomes which they also stated were directly impacted by the coaching:

- o Reconnected with why they wanted to be in business in the first place.
- o Although independent as a business owner, appreciates the accountability to an external coach; including having a sounding board to discuss key business issues as they arise immediately on the phone.
- o Developed a consistent strategic view of the business and felt "on top" of the operational and other aspects on a daily basis.
- o Was able to attract like-minded individuals to work with which freed up a lot of time and also allowed the business to grow.
- o Increased self-image and self-esteem.
- o Identifies as an accomplished networker.
- o Developed a reputation as someone who is successful and shares their wisdom with others starting out.
- o Has more energy and positive stories when going home at the end of the night, and therefore more good to share with family.

Contacts

To discuss your needs, please contact Noel Posus, Director and Master Coach for Incredible Awareness.

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