

# DOES MY BUSINESS NEED COACHING?



“Coaching is recognized as *the* vehicle for transformative change.”

## WHAT BUSINESS COACHING IS

Coaching is a **collaborative process** by which the business and coach become strategic partners in the pursuit of business goals.

**The Discovery Phase (what needs to change?):** the business is guided in *identifying* where it would like to create change. This is done through questioning, assessments and/or observations.

**The Visioning Phase (what is possible?):** the coach helps the business create *solutions and strategies* around attaining its objectives.

**The Implementation Phase (let's make it possible!):** the business is *supported* in carrying out feasible action plans in order to generate positive changes in the pursuit of chosen objectives. Reviews and adjustments are implemented as needed.

**The Evaluation Phase (did it work?):** the coach and business owner *measure* the impact of the business's efforts through performance assessments, observations and feedback.

**The Sustainment Phase (let's make it last!):** post-coaching options are available to assist the business in *sustaining* its success.

## WHY BUSINESS COACHING WORKS

Achieving business goals is not always easy. Here are some of the underlying reasons why a business sometimes fails to attain its goals:

- lack of clarity in its goals
- misalignment with its vision and mission
- poor leadership
- low accountability or motivation
- mediocre employee engagement
- being unprepared for potential barriers
- poor communication or low trust levels
- lack of recognition and rewards
- poor cross-department efficiency

### Business Coaching is an opportunity to:

- define **who you are** as a business
- create **alignment** towards your vision & mission
- **identify solutions** to business challenges
- **create strategies and take action** so that you are moving towards the attainment of key business goals
- improve employee **engagement and morale**
- nurture and retain **star performers**
- increase overall **performance and success**

# DOES MY BUSINESS NEED COACHING?

## VIABLE REASONS FOR SEEKING BUSINESS COACHING

- My business needs to create true *alignment* with its vision and mission.
- My business has stopped innovating, it is *stagnant*.
- I have specific business goals but am unsure *how* to achieve them.
- My business is facing a great *opportunity* and I want to be as prepared as possible.
- A large portion of my staff feels *unfulfilled, unchallenged or dissatisfied*.
- My business is experiencing *growth*, it is in full expansion.
- Low employee *engagement or morale* is widespread within my business's workforce.
- I set business *goals* but we do not always attain them.
- My business needs to remain competitive by improving its *customer service/products*.
- My business needs to improve its *customer acquisition and retention* processes.
- Myself or my management team need to improve our *leadership/communication skills*.
- My business needs help in creating a great *work environment/culture*.
- My business would benefit from promoting *high performance* amongst its employees.
- I want my business to be a forerunner, an *industry leader*.
- I want my business to achieve a *greater level of success* and, I want to ensure its *longevity*.

## MY BUSINESS'S PERSONAL LIST

Use the space below to write down some of the reasons why you feel your business may benefit from coaching:

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For more information on the process of coaching or to discover how our coaching programs can help your business achieve its goals, please contact us at:

## EMINENCE COACHING & CONSULTING

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