

GREAT COACHING LEADS TO GREAT SUCCESS

These days, there are a wealth of schemes and government funding available in the East Midlands – Growth Accelerator, Growth 100, Derby Coaching for Success and Growth Vouchers to name just a few. The option to have a business coach part or fully-funded has never been easier or more widely available. Having both been a coach for over seven years and also having been coached at the highest level in previous roles, I have seen how a good coach can really help a business to reach new heights while a bad coach can set a business back years. There are plenty of consultants and mentors around who promote themselves as business coaches, yet have very little coaching experience, and so it's important to be able to spot a coach who can really benefit your company.

Are they really a business coach?

The first - and perhaps the most obvious - question to ask your coach is whether they really are a coach. Are they accredited? What qualifications do they have and what training have they received? Coaching a business is not a straightforward task, so the more experienced and qualified your coach is, the more confident you can be that they will achieve the results you want.

Have they got a track record of coaching success?

Choose a coach with a successful track record - someone who is happy for you to contact previous clients for references, someone who has 'been there' and got the scars to prove it. A good business coach understands and adapts to the needs of each client as opposed to stubbornly following their own or 'off the shelf' formula. I've worked with over 500 businesses in a coaching capacity and respect that each company has its own route to success: in coaching, it's simply not a case of 'one size fits all'.

Do they really believe in self development?

If you're going to trust someone to make your business successful, you need to know that they believe in their own personal development. 'Do they practice what they preach?' regularly attend different courses and training sessions as it's vital that they can bring the latest tools and techniques to clients to keep them ahead of the competition. Importantly ask them whether they have a coach? This will determine whether they are congruent and really believe in coaching as a form of development.

Do you like and respect them?

My final piece of advice when choosing a coach is to make sure that there is a mutual respect between you. The most success comes from a good relationship with your coach, being able to get on well with them but also respecting them when they hold you to account if you aren't performing as well as you could do.

By finding a successful and proven coach and taking advantage of the government funding and schemes, you'll be well on your way to taking your business to the next level.

Stuart Ross, business coach and founder of High Growth