

Contents Preview for:

Get *FOCUSED* Guide to Business Coaching

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NOTE: The information in this guide is of a general nature only. When making decisions regarding your own business it is strongly recommended that you seek qualified advice tailored to your own particular needs and business situation.

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About The Author

Mark Laing is a professional business coach based in Melbourne, Australia. For more than a decade he has coached business owners in dozens of different industries in four Australian states. He has a Bachelor of Business, majoring in marketing, and an MBA. Mark spends over 80 percent of his business life working directly with small business owners.

He spent the past few years developing and testing a comprehensive range of tools, checklists and practical action-based materials for business owners. In 2006 he established the “FORMIDABLE Business Program” as the brand for his materials and resources to assist small business owners. Since mid 2009 he has written a range of practical small business guides that can be downloaded as PDF files from www.formidable.com.au.

Welcome

This guide provides useful tips on business coaching and the process to select a coach.

I am frequently contacted by business owners who are interested in coaching but are not sure of the approach to take. To assist owners I have produced this guide which answers the following questions:

- What is business coaching and what types of coaches are there?
- What are the benefits of business coaching?
- Does my business need a coach?
- What are the traps with business coaching?
- Am I coach-able?
- What are the alternatives to engaging a business coach?
- How do I select the right coach for my business?
- How can I maximise the return on my investment in coaching?

In addition this guide contains two documents that can be printed and used in selecting a coach:

- Appendix A: Business Coach Selection Checklist
- Appendix B: Coach Interview Questions

This guide is written from a business coach's perspective. I don't claim to be totally objective as I make my living from coaching. However, after 14 years of coaching small business owners, I have a thorough knowledge of the issues an owner must consider when reviewing the need for a coach.

Every business owner needs to identify and use resources that make their business more successful.

I produce a range of *Get FOCUSED* Guides that are available as PDF downloads from www.formidable.com.au to assist business owners. The more detailed and comprehensive guides are branded as "FORMIDABLE Business Program" and are sold as downloadable PDFs. The FORMIDABLE acronym the 10 steps in the Program are explained at this website.

These are my views and I do not claim to represent the views of other business coaches.

As I say to all my clients "NOW is the time to take action to make your business work for you in achieving outstanding results".

Regards and best wishes



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