



## Business Coaching

### How and when should you hire a Business Coach?

Being a business owner is generally a very lonely world. Who do you seek advice from when you have to make tough decisions? Who do you trust and open up to about your issues? For most people, their issues tend to be related to personal goals and problems, such as relationships and the like. For a business owner, it is the anxiety, focus, goals and frustrations of running their business – profitability-growth-hiring-firing-expansion.

### Hire a Business Coach

- Who understands you and your business
- Someone you are comfortable with – the relationship is long term
- Who will push back on you – “not a yes man-woman” – who holds you accountable
- Your success is their goal – works with you to attain a return on your investment
- Who gives needed perspective – can see the forest through the trees

**No BS.** A business coach is a paid advisor and not a friend. They call you out when you are not achieving at your highest level – they don’t let you “slide by”. Friends, family and even colleagues are often hesitant to do this because they have a multi-faceted relationship with you and want to keep up the “warm fuzzies” in your interactions. The coaching relationship is aligned around helping you to succeed, which gives your coach more freedom to be honest and helpful.

**No judgment.** On the other side of the coin, you should be brutally honest with your coach, because there is no judgment. You do not have to worry about hurting someone else’s feelings or being vulnerable. This way you have the liberty to deep-dive into the nitty-gritty of your moods, challenges, etc. because you know you have someone who has your back and that will help you to work through each challenge, without having to worry about it making things awkward at any time. So, whether you are seeking discipline, a forum to vent or even a sanity check without judgment, invest in a business coach to help your business get to the next level.