

***The Potential Benefits of
Business Performance Coaching***

by

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Introduction

In this article, I will present some of the potential benefits you may experience with me in a business coaching relationship. These benefits can also be referred to as goals, results and outcomes. You may derive these benefits whether you are a corporate executive or manager, a professional practitioner (e.g. physician, dentist, attorney, psychologist, etc.), a small business owner, an entrepreneur, or a performer or artist.

I do not guarantee that you will experience any benefits or reach your desired goals. And I make no promises that you will achieve the outcomes that you desire. But nevertheless, by seriously participating and committing to your own goals and making changes, you should receive some valuable benefits that will impact your life and business. Hopefully, you will reach your prioritized goals and even surpass your original expectations. That is my intention when working with you.

In business coaching, we work together to reach your desired goals. It is a cooperative venture. Together, we assess your current strengths, goals, situation, past attempts to make changes, and anticipated barriers to success. Once your goals are clearly identified and prioritized, we develop a plan to achieve these objectives. Our strategic plan is customized to your unique issues, abilities and desires. Then we follow the plan we created and overcome obstacles as they inevitably arise. You will commit to assignments to complete between sessions and we will review your outcomes and abilities in fulfilling these assignments. Along the way, we will monitor your progress and modify our plans and goals as needed.

Business coaching is action and results oriented. You are not a passive participant. I help you focus and stay accountable and you do the needed work. We must work together like a 2-person team. At times, I may educate and advise you. And sometimes we will brainstorm together. Usually, you make all of the decisions and create our agenda to focus on. And I will hold you accountable to follow through with your commitments. Therefore, my style of coaching is an intense, open and personal relationship. However, it is you who must put in the effort to practice new skills and work toward your objectives. There is no magic and it is not a fast growth or change process, especially if you want lasting results.

The “Benefits” are the value that you receive from coaching. In order to attain your goals, together we invest our energy, time and talents to work toward success. As in any skill building or performance oriented achievement, you will earn from coaching what you put into it. And, you will need to give up some old familiar habits in order to gain new abilities and strengths.

My coaching approach is goal-oriented and results-driven. We will be focused. We don't meander for very long into non-productive areas. We must work in concert to succeed at reaching your desired results. Over time, your goals may change and new targeted goals may arise. As we move forward, you may uncover new issues to address. There will be some surprises and new discoveries along the way. When this occurs, we review our plan and decide what revisions to make and what new course to take.

By reviewing the sample list of potential benefits below, you may clarify and focus your business goals, refine what you want, or become hopeful about the possibility of making significant changes. Remember, the results you experience are your responsibility to achieve. You must strive for them. And I will be by your side all the way. But make sure your expectations are realistic and that what you want is achievable.

Type of Possible Benefits to Expect

Below is a sample list of what you might strive for in your business. It does not include all possible outcomes. But it should provide you with some focused ideas about what you might work toward and achieve in coaching.

Review the list of benefits and determine which ones appeal to you. These results listed here represent the types of problems and issues that I deal with most frequently when assisting clients to grow their business. It should help you determine whether or not we may be a good match. This list is not exhaustive and you may strive for and attain a number of outcomes not shown here. But it should help you to determine whether or not we may be a good match.

Choose the Benefits You Want to Achieve

Please check off the goals and benefits that you want to achieve in coaching. And, in the empty bullets at the end of the list, write down any additional desired outcomes that you are motivated to pursue. Try to limit yourself to marking only those results of great personal significance for you now.

Business & Professional Practice Building Benefits

- Take control of your business
- Achieve challenging goals you have been unable to reach on your own
- Become a stronger and more confident leader
- Set priorities and make tough decisions more easily
- Build a more impressive, profitable and sellable business
- Learn how to delegate in order to free-up more of your time

- Build an attractive and memorable brand for your business
- Implement effective marketing strategies that attract ideal customers
- Learn the key principles of proven sales approaches
- Become more confident in prospecting and sales activities
- Professionalize your staff for more leverage and impact
- Increase your personal productivity and energy
- Build business systems to become more efficient and cost-effective
- Reach your marketing, sales and financial goals
- Utilize a coach as a personal confidante, advisor and thinking partner
- Stop procrastinating and getting side-tracked and distracted
- Ease your transition into a new position more rapidly
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Highlight the Top Benefits You Seek

Now, review the benefits and results that you checked off or wrote down in the list above. You may have marked many. However, you will probably be able to focus on accomplishing only a few of the goals at a time. So, you need to prioritize them.

Choose only the Top 3 Benefits that you'd like to achieve. Limit your selection to your 3 most important goals. These can now become the three results that you concentrate on for yourself and your business. They represent the most important outcomes for you to focus on.

Write-in the Top 3 Benefits you'd like to achieve below:

1. _____
2. _____
3. _____

Congratulations! Now you must make a firm commitment to these highlighted goals and put in the effort to reach them. Like with any athletic, musical, acting, dancing or other skill or performance endeavor, using a coach helps you to remain focused and make improvements. Coaching also provides helpful support and feedback. It also makes it easier and faster to get the results you want.

Summary

Although reaching goals and attaining benefits cannot be guaranteed in coaching, they can be strived for. Some may be easier and faster to achieve than others. To attain your desired results takes a cooperative effort. There is no other way to succeed. To increase your likelihood of reaching your goals, you must be results-driven and prepared to make changes over time. Expect to struggle at times in order to create lasting changes in your business and your behavior.

Your Top 3 Benefits should help you to focus now on the most important results for your business.

Further Reading

In this article, I addressed the types of benefits that you may derive from business performance coaching. For more information, you may also review the questions and answers on the “**FAQ**” (Frequently Asked Questions) web page on my website. There, I address some questions about the coaching process and experience.

Moreover, you can visit my “**Resources**” web page to find Books that I recommend on coaching and performance and other relevant business topics such as Sales and Marketing, and Business and Entrepreneurial Success. Arm yourself with more knowledge.

Revel Miller, Ph.D. is a clinical psychologist, consultant and business coach committed to helping people clarify and achieve their personal goals.

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