

Why is coaching relevant to your business today?

Ensure higher levels of productivity and efficiency



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Get the edge in peak performance and leadership for your life, business and career success!

Coaching facilitates the identification of a person's desires, dreams, goals and aspirations, talents and inclinations, and helps in giving them the confidence, knowledge, skills and abilities needed to achieve those goals and objectives.

Coaching **builds and nurtures the potential** of an individual through co-operatively helping in making the decisions that change the individual's life, rather than imposing a set of actions or limitations.

It **facilitates the exploration** of needs and desires, and thought processes, encouraging a **commitment to action** and develops **lasting** personal growth and change. It holds them to a higher level of accountability standards and provides them with the **stretch** they need to step up or embrace a different and more empowering mindset.



So, how is coaching relevant to business owners?

Well, the success of your business depends on you and the team that works on it, and teams are nothing but people working together towards common goals.

If you want your business to **prosper**, you need to **plan for the growth and development** of your people, you included.

Here's the problem

In the small business context, I can empathize with the myriad demands placed on you and your people. Wouldn't you agree that often you or your people may feel rather **pressurized** due to tight deadlines and **increasing demands** for more productivity, with mounting needs for quick turnarounds of products & services, invoices, delivery schedules, data, findings and other deliverables?

At other times, **time seems to just slip** through your fingers as you feel drained due to an intense feeling of being **overwhelmed, stressed** and **lack of ability to balance work and personal life**.

You may have, at some time or another, experienced **friction** as result of pressure from customers, and a strong **lack of adequate source** to turn to for timely help? This could be in the form of a mentor, a sounding board, an objective third party who absolutely conspires and focuses on the best outcomes for the person.

Haven't you and your team sometimes felt **unsupported and lacking in resources** (i.e. time or executive support, or both)?

Communication channels might get blocked, motivation levels may drop down, and productivity might suffer. **Consistency in performance** might go down, and there could be sudden bursts of exasperation, and loss of belief and confidence in the achievement of the business goals as well as personal goals.

Your people may not be **clear in their future growth prospects** with the company due to **lack of adequate training and development** initiatives, as most of the time of your team is spent in fire-fighting activities.

You, being at the senior executive and management level and other individuals also might find it difficult to focus on long term strategic objectives, due to the daily chaos that gets created due to the **lack of a strong vision and clarity around individual roles** in the entire business process.

The Good News

All these issues can be addressed through professional coaching that **caters to the individual as well as team needs** and aligns their efforts towards the achievement of the business as well as individual **growth and prosperity**.

Through coaching, you will be able to help your people find answers for the "WIIFM – What's In It For Me" approach and facilitate **enhanced ownership** over systems, processes and procedures.

So, what are the practical benefits of a professional 'coaching' process?

Here are the reasons:

- a. The growing realization of the importance of human resources has been prodding companies to focus more and more on learning and development initiatives for their employees at all levels in the organization.

But the increasing need for specialized effort has been creating a gap in the strategic planning of the human resources and the overall management of the development function.

A professional and executive coaching process will **leverage on the knowledge, skills, experience and the insights required** in supporting and streamlining your learning and development initiatives while facilitating the building up of **strong business abilities, leadership and motivation**.

- b. Most companies today are grappling with the limitations and constraints faced by their teams in the form of lack of a **fresh perspective** that is devoid of internal politics. Motivation and morale levels are drastically coming down, resulting in chaos and missed deadlines. Lack of adequate team spirit, understanding of the short term and long term goals – both organizational and individual, are problems that have become common at all levels in the organization.

Coaching can help in creating the **awareness and in-depth understanding** required in terms of the roles your people play and how their **contribution** is critical to the organizational growth and their personal growth as well.

Results and action-oriented coaching can **turn things around** by **increasing drive, motivation and morale** levels amongst staff members. Once **negative emotions, limiting barriers and obstacles are removed**, your team can experience **greater productivity, manage time better, connect and communicate easily** and have greater **leadership and accountability** in every facet of their work and life.

- c. An executive coach can help you provide **scientifically validated and reliable processes** for identification of the learning and development needs. Well-designed and implemented executive development programs are major factors that are known to **boost the progress** of many companies today. The executive coach can address all those needs and also **facilitate the creation of a 'learn and grow'** impetus in your workforce.

Coaching will help your teams involved in business to **realize** their **inner** abilities, needs, talents and skills, and will also help them **realize their role** in the output. It would help in **building more cohesive teams that are aligned** with the business goals.

Your people will be able to **identify their strengths** with respect to various business processes including time management, strategic management, operations, communications, customer service, project management and more, and will be able to **define** the areas where they need to **further improve**.

Your people will **realize the future** opportunities that your company can provide for them, and they will be **motivated to strengthen** their knowledge, skills and abilities, **fine tune** their behavioral skills, **refine** their approach towards work, **understand** the importance of client engagement process and hence will be able to concentrate all their efforts in **ensuring higher levels of productivity and efficiency!**

Get Started Today!

You can get started today with an initial consultation.

Upon commission of a game plan coach, a needs analysis of your team (or individuals) will be conducted followed by several facilitated workshops and individual coaching sessions where required. A pre, mid and post progress summary report will be provided to the managers, depending on the needs of your business or organization.

This can also be tailored to individuals who wish to participate in personal coaching sessions and workshops.

GAMEPLAN Coaching Services

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Karyne Ang is the founder of [Gameplan Coaching Services](http://www.gameplancoaching.com), a business committed to life, career, small business and executive coaching. Karyne has a passion for helping executives and leaders maximize their potential in life through obtaining the right mindset, skills and strategies to achieve their desired results.

If you have a coaching or business question, write to us today!

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