

## **Different perspectives of my coaching - whom, location, value, offer, benefits, features, process, solutions**

### **Description**

This article describes the benefits in more detail that people can expect from business coaching and mentoring with me. It covers benefits of my coaching, which includes behaviour change, personal discovery, receiving permission, treatment from others, process change, features and change in communication style.

After reading this you will have an excellent understanding of:

- the wide ranging benefits of my coaching
- the sort of business people I coach
- the locations where I do most of my coaching
- the value of my coaching
- the sorts of solutions that my coaching provides my clients

### **Clients see the benefits of my coaching as:**

- Got me unstuck
- Provided me with a signpost where to go from here
- Provide a mirror to see myself more clearly
- Ask awkward questions that people don't ask
- Provide an opportunity to think and get answers to questions that have been asked but not answered
- Bounce ideas off.
- Provide a wakeup call and a practical sounding board,
- Giving professional guidance and individual personal development
- Provide planning, structure and time to think
- Give practical experience
- Achieve things I never thought they could
- Get solutions to age old queries
- Become more confident
- Overcome obstacles
- Discover themselves
- Got me to do things they never felt were possible
- Helped me have a greater impact
- Give myself permission to be themselves and not the person that a parent, spouse, society wants them to be
- Help me see where I should be going
- Change the way I talk to myself

### **What sort of people do I coach:**

- Business owners
- Managing director owners
- Directors
- Managers
- Professionals - solicitors, accountants, marketing, sales, production, finance, IT
- Entrepreneurs
- Board of Directors

### **Where do I get the best results:**

- Face-to-face
- Small businesses.
- Entrepreneurs
- Imparting knowledge
- Telling anecdotes

**What value am I offering:**

- Knowledge
- Insight
- Learning
- Understanding
- Shortcuts
- Savings

**What areas am I helping with:**

- Lack of knowing
- Fear
- Misunderstanding
- Worry
- The unknown
- Lack of confidence
- Loneliness

**What business solutions are people looking for:**

- High labour turnover
- Not enough communication between staff
- Clarity of goals
- Better retention
- Getting the right people in
- People working straight from the box
- People fitting in quicker and better
- Less niggles, less stress
- Contributing a lot much sooner – making more faster

**What solution am I offering:**

- Time and space to talk and think
- Better ways to communicate with themselves and others
- Time to express themselves
- Space to explore new ideas
- Personal space
- Space to be themselves
- Space for them to be honest
- Time to explore and test new ideas

**The way I am able to bring about this change, is that:**

- I help people to excel
- I get people to be successful
- I help people do remarkable things
- I give people permission to be themselves
- I help people remove the masks

**Reasons why people come to me for coaching:**

- The sticking plaster approach is not working short, medium or long term
- Still keep getting what they don't want even though they don't do anything new
- Eventually get fed up with having no new solutions or band aids
- Have no one to talk to
- Partner or spouse suggests they get this monkey off their back
- Don't get the buzz anymore from work and lost the passion
- Really have to dig deep to find the energy to get out of bed in the morning
- Need to move the business on

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- Work is even more of a bore and drudgery than normal
- The market is changing and they are losing customers
- No light at the end of the tunnel... in fact there is a train coming straight at them
- Lethargic and no energy
- Health is suffering .. unable to shake off the cold or sore throat .. seems to hang around for weeks
- Eventually decide they need to do something about changing their job

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