



South
West
Growth
Service



The benefits of a great business coach

1. Impartial advice

Imagine having an impartial co-director on hand whenever you need help. By listening to your concerns and asking insightful questions, your coach will help you to gain perspective and prioritise. With no hidden agenda, they will ask searching questions to challenge and support you.

2. Turn strategic vision into action

Knowing where your business is at present and where you would like to take it is key. We will help you develop a strategic vision and evolve a realistic roadmap. By listening to your ideas, helping you to consider all options and supporting with our know-how, you'll soon have a winning plan.

3. Focus

Your coach will help you to focus and overcome barriers. Effective questioning unlocks further options, helps you to find the best response, improves the quality of your decision-making and in turn, productivity. This is vital for a business owner who can all too easily be diverted into operational activities instead.

4. Accountability

A good business coach has the expertise to ensure you are held accountable for your actions (or inaction), so as to keep your plan on track.

5. Connectivity

SWGS business coaches are well connected with other professional specialists as well as prospective customers and suppliers.

They always take an active interest in you and your business success, and will connect you to new people via their established networks.

6. Powerful reflection

Coaching provides challenging yet insightful conversations to allow you to take your business to the next stage. Compassionate discussions facilitate the unpacking of raw responses to more in-depth subjects, enabling you to reflect on any emotional barriers and work on limiting beliefs.

7. Leadership and resilience

Many business owners find themselves too involved in day-to-day operations to consider a succession plan, let alone how to develop the people in their team. They are then disappointed when key people are headhunted or leave. An experienced coach guides and supports you to develop leadership skills and grow resilience.

**We're here to help you enjoy
all these benefits and more!**

Please call us: 01884 220150
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