

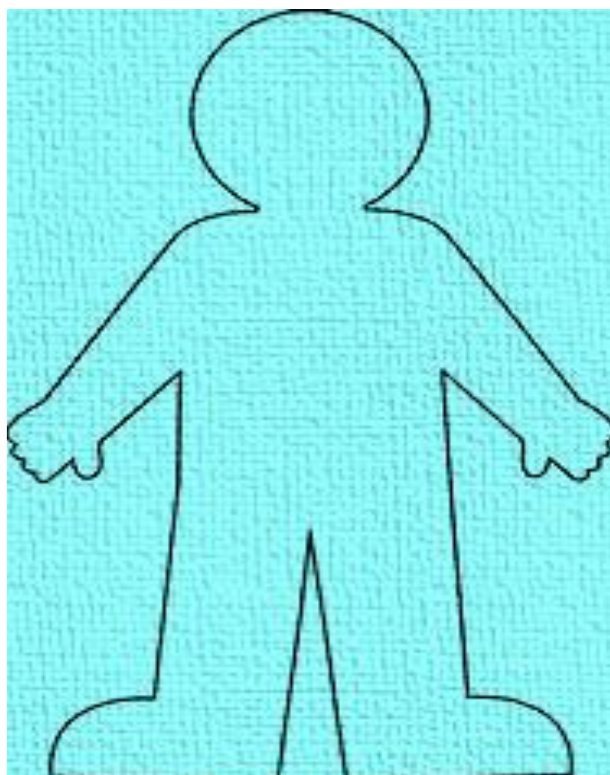
## Training for **BUSINESS COACH**

### *Getting to know a **BUSINESS COACH***

**Objective:** to idealize the profile of the business advisor

Ask your Business Coach to either individually or in groups **draw an outline of an individual**. Each individual drawn is to be given a **name, age** and a **personal identity**.

Business Coaches are encouraged to be creative and bring their entrepreneur characters to life.





## Step by Step Process



### ATTITUDE AND MIND-SET

Ask participants to describe the **desired attitudes** of a Business Coach.

Examples may include- Flexibility, none judgemental, integrity, creative and reliable etc.



### 2 VISION FOR THE FUTURE

Ask participants to describe what **visions for the future** they would wish for a Business Coach to **have for the entrepreneurs that they work with.**



### 3 VALUES AND PASSIONS

Ask participants to list the **core values** of what makes an effective Business Coach, **what is important to them? What are their passions and interests?**



4

SKILLS

Ask Business Coaches to list the **skills they believe** a Business Coach should have, skills may include time management, efficiency, strategic thinking, communication, and networking.



5

CHALLENGES

Ask Business Coaches to identify **challenges a Business Coach may experience when supporting their entrepreneur**. Examples may include confidence, trust, language, time, prejudice and stereotypes.



6

STEPS TO SUCCESS

Ask Business Coaches to identify **5 key actions to overcome those challenges** such as spending time getting to know each other, not feeling rushed and communication.

After completing the process each group or individual is invited to **share the profile** of their Business Coach. This will provide an insight into what each Business Coach feels is necessary to support an entrepreneur.



This exercise enables and empowers Business Coaches to **discuss freely business needs, challenges and solutions** using a character rather than themselves.



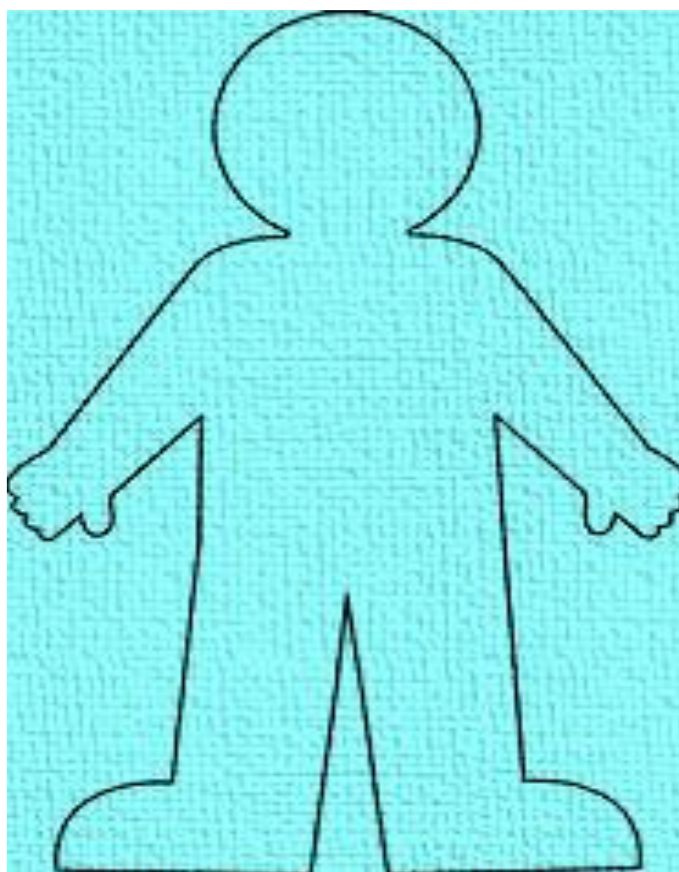
A further extension to this exercise once entrepreneur and business coaches have been **shared is to ask the group or individual to match an entrepreneur with a business coach according to the profiles.**



## Getting to know a **BUSINESS COACH**

Entrepreneurs **draw an outline of an individual**. Each individual drawn is to be given a **name, age** and a **personal identity**.

Entrepreneurs are encouraged to be creative and bring their entrepreneur characters to life.



## Step by Step Process



### ATTITUDE AND MIND-SET

Entrepreneurs describe the **desired attitudes** of their Business Coach.

Examples may include- Flexibility, none judgemental, integrity, creative and reliable etc.



### 2 VISION FOR THE FUTURE

Entrepreneurs describe what **visions for the future** they would wish their Business Coach to **have for the entrepreneurs that they work with.**



### 3 VALUES AND PASSIONS

Entrepreneurs list the core values of the Business Coach, **what is important to them? What are their passions and interests?**

4

SKILLS

Entrepreneurs list the **skills they have** as a Business Coach, skills may include time management, efficiency, strategic thinking, communication, and networking.



5

CHALLENGES

Entrepreneurs identify **challenges they may face personally engaging** with their Business Coach. Examples may include confidence, trust, language, time, prejudice and stereotypes.



6

STEPS TO SUCCESS

Entrepreneurs identify **5 key actions to overcome those challenges** such as spending time getting to know each other, not feeling rushed and communication.



After completing the process each group or individual is invited to **share the profile** of their Business Coach. This will provide an insight into what an entrepreneur expects and requires from their Business Coach.



This exercise enables and empowers entrepreneurs to **discuss freely business needs, challenges and personal circumstances** using a character rather than themselves.



The Business Coach can then use the character in **one to one discussions** as to how the specific areas relate to them as an individual.



A further extension to this exercise once entrepreneur and business coaches have been **shared is to ask the group or individual to match an entrepreneur with a business coach according to the profiles.**

