

How to Make Sure Coaching Works For You

As entrepreneurs, we think we can do it all, and most of us even try. Every entrepreneur has strengths and weaknesses.

And over time, we learn what those are. Maybe your struggles are related to productivity, or organization, a lack of confidence, or a fear of failure. Regardless of whether you've been in business for 20 years or 20 minutes, a business



coach can help you work through your biggest entrepreneurial and personal challenges. With that, we provide this guide to help you to see success—and ROI—by working with one.

What Does a Business Coach Actually Do?

A business coach is often confused with a business consultant. Although the two are similar in some ways, they are two very different roles.



JAGUAR
BUSINESS SOLUTIONS

A business consultant assists an entrepreneur or business owner with business strategy and is often directly associated with business growth.



What Does a Business Coach Actually Do?

A business coach is often confused with a business consultant. Although the two are similar in some ways, they are two very different roles.

A business consultant assists an entrepreneur or business owner with business strategy and is often directly associated with business growth.

A business coach can assist with strategy, however, a business coach often assists an entrepreneur with personal growth and development as well as business growth and development, specifically in the areas of personal development, time management, and combating procrastination and distractions. A business coach can help entrepreneurs to find clarity, make decisions, and spearhead action.

With that being said, a business coach...

- *Assists with goal-setting and planning*
- *Assists with turning those goals into actionable plans*
- *Serves as an accountability partner*
- *Provides advice, support, and guidance*
- *Helps clients find the answers within themselves*
- *Does NOT do the work FOR you*

Is a Business Coach Right for You?

Ask yourself the following questions...

- *Are you ready to put in the work?*
- *Are you ready to make a commitment?*
- *Are you prepared to take accountability for your actions and your role in your business?*
- *Are you prepared to make some decisions?*
- *Are you prepared to make an investment in your business—and in yourself?*

Think of a business coach as a personal trainer. A personal trainer will support you through your workout, but you have to show up at the gym on the day of your appointment and get ready to do the work.

