



# 7 Things You Should Know: Before You Hire Any Business Coach or Consultant

By Raymond Huan, CEO, Excelerated Business Solutions

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**Dear Business Owner,**

*In over a decade of successfully helping businesses, I have often been hired by business owners who have tried coaches before but it did not bring about the benefits that they expected. That means an investment of time, energy and financial resources whilst not getting a return, because owners are hiring the wrong business mentor for their business.*

*So I decided to write this report and I trust that you will find it a useful insight into what you need to consider before hiring a coach or consultant.*

*Raymond Huan*

CEO & Founder, Excelerated Business Solutions



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### Introduction

Finding a business mentor can be difficult. **Where do you start? Who should you choose? Is there a difference between business coaching and business consulting? And of course the big question – can a business mentor really make a difference to your business?**

These are some of the questions that I hope to address in this report.

Do not overlook the value of the information presented in this document. If you take this into account when making the decision to hire a business coach/consultant, it will save you a lot of pain, and put your business on a path of sustained and continued growth.

Businesses that have achieved growth through working with a business coach will tell you that coaching **does** work, but this is actually only true if you are matched to the right mentor, and know what to expect.

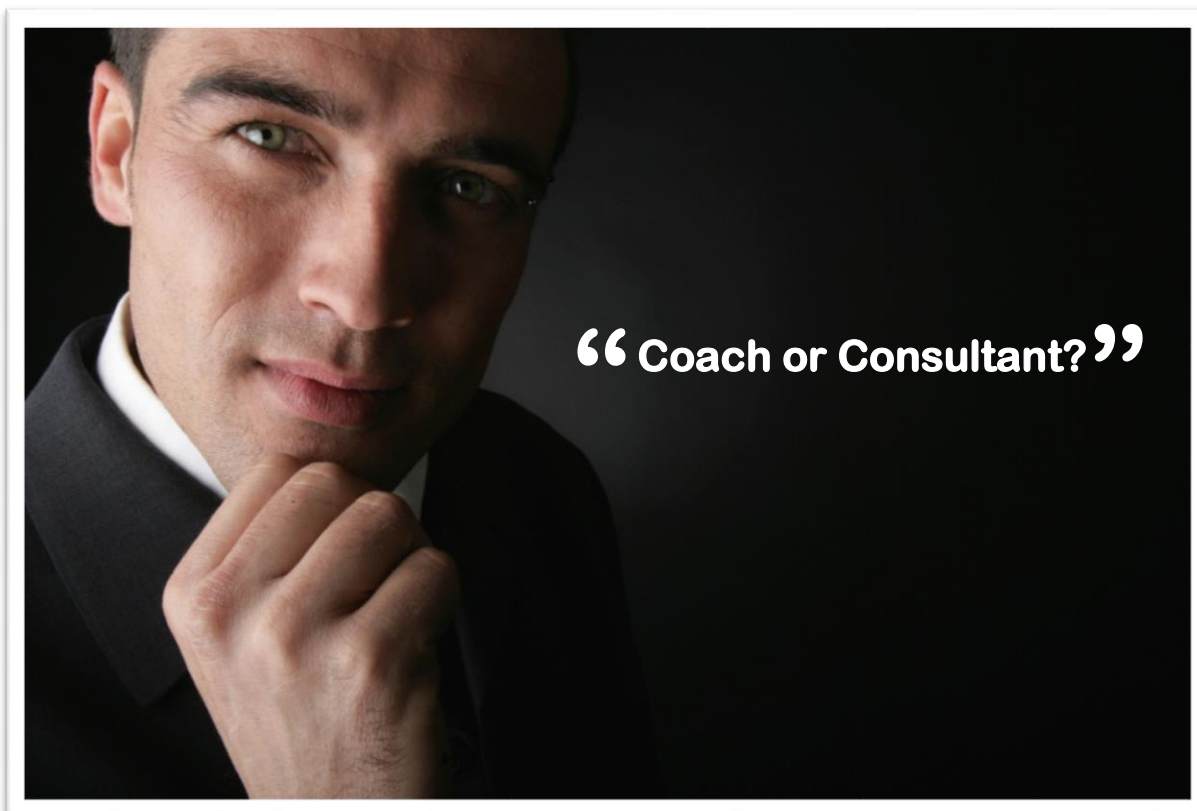
That's where this report comes in. It outlines very broadly, in 7 points, what to look for in a business coach or consultant, and aims to give you all the information you'll need to make the right decision.

### 7 Things You Should Know Before You Hire Any Business Coach or Consultant:

1. **Business Coaching & Business Consulting – The Difference Between Them and What You Need to Know.**
2. **Do You Really Need a Business Coach/Business Consultant?**
3. **Check Their Credentials.**
4. **Can You Work With the Coach?**
5. **What to Expect When Hiring a Business Coach for Your Business.**
6. **What Are the Qualities of a Good Business Coach/Consultant/Mentor?**
7. **Should You Afford the Cost of Hiring a Business Coach?**

# 1

## Business Coaching & Business Consulting *The Difference Between Them & What You Need To Know*



Never before have two little words caused so much confusion to so many!

In broad terms, a coach is more of an enabler, a motivator who will work alongside you and help you to see things from a different perspective. A consultant is more of an expert, a specialist who will teach how things can be done in black and white.

In reality, a competent business coach will do a little of both; and most businesses *need* a little of both. Be very wary of companies that will only, or *can* only, provide one approach, as a good coach should be able to identify which method will work best for you – both currently and in the future as your needs change – and present them to you so that you can make an informed decision.

# 2

## Do You Really Need A Business Coach/Business Consultant? *Can't I just build my business myself?*

***Every business owner of every size of business can benefit from outside help.***

**WHY?** Because, as the business owner, *you* are your business's most valuable asset. And business coaching will maximise your value.

You probably started your business from a point and brought it to where it is today, so you deserve every investment in yourself. This is what business mentoring is all about – making you more effective in your role so that your business can move forward in the direction you want it to go.

**“ Minds are like parachutes. They only function when they are open. *James Dewar* ”**

Business coaching/consulting energises businesses by bringing a different perspective and new ideas to the table.

***No business owner is immune from getting stuck in a rut or holding on to business prejudices and ideas which may not cater to where the market is currently.***

A capable coach/consultant will:

- identify the issues that a business faces in its quest for growth;
- lay out possible solutions that the business can undertake in order to overcome them;
- suggest the most appropriate ones, taking the resources and unique situation that the business is facing at that time, and, once the decision is made by you;
- work with the business in their implementation.

Look for a coach who is familiar with other businesses across your sector. A cross-fertilisation of

ideas will bring you the 'best of breed' processes and a whole new way of thinking.

### Can't See the Wood for the Trees?

Business owners often get bogged down by the day-to-day running of their business, which is fine in the short term, but can have disastrous effects in the medium and long term.

Without planning for the mid to long term future, businesses just don't grow.

A good business coach/consultant will put this right, by demonstrating and quantifying the consequences of decisions, and will work with you in putting in place strategic plans to cater to that.



# 3

## Check Their Credentials

*What's their experience, references and results?*

Your business is more precious to you than all the tea in China. It's your creation, and your future. So it's understandable if you're apprehensive about calling in outside help. That's why checking a business coach or consultant's credentials is a must.



**“ Avoid business mentors who have no track record or relevant experience. ”**

**There are TWO main areas to focus on:**

### Experience

Choosing an experienced coach is fundamental to a successful appointment. There's no doubt that shaping businesses is a complex commission, so avoid business mentors who have no track record or relevant experience.

#### **How can you tell?**

- Check their References/Testimonials;
- Research their Background;
  - ✓ How much general coaching experience do they have?
  - ✓ What experience do they have of coaching companies of a similar size, industry and situation to yours?
  - ✓ What results have they achieved?
- Interview Them (but only if satisfied with your background checks);

The good news is, there are some fantastic mentors out there who can do great things for businesses, so it is worth taking the time to seek them out.

### Qualifications

Avoid a coach/consultant who hasn't had a business education. Business qualifications provide assurances that the coach, at least, knows business methodology.

Although some of the most successful business people are not always the best educated – think Bill Gates and Michael Dell. However, they hired people with professional qualifications to help them build their business to where it is.

Therefore, looking for the appropriate business credentials will help in the process because they are an indication of a competent and professional coach. Background checks are again in order, and if there's doubt, ask directly.

“ Take the time to seek out the best mentors. ”

# 4

## Can You Work With The Coach?

### *Compatibility NOT Combat-ability*

For business consulting and coaching to work for the business owner, there needs to be compatibility on both sides. As the business owner, it's imperative that you feel comfortable and at ease with your mentor. When you first meet, assess your feelings realistically.



***Does the coach/consultant fit your management style? Do they have your best interests at heart?***

If you go ahead and hire the business coach, you'll have to talk openly and be comfortable disclosing confidential company information to that person.

Similarly, a competent coach/consultant will be selective of their choice of clientele. They won't take on businesses they don't believe they can significantly add value to. And they won't lock horns with owners if there's a big personality clash. They know that, in order for your business to reach new levels of income and growth, there must be trust, harmony and synergy on both sides.

**“ As the saying goes, “If it doesn't fit, don't force it.” ”**

# 5

## What to Expect When Hiring A Business Coach? *What is the role of a Business Coach?*

First of all, don't expect your mentor to know it all. Nobody knows your business and the way your business operates better than you do.

The job of the coach/consultant is to tackle the challenges you have identified, at the same time making life easier by utilising the knowledge that is already within your company to achieve the objective that you set out for the business.

***Many times, these challenges are just 'symptoms' of the real issues.***

For example, your car is making a strange squealing noise as you drive one day:

1. The squealing noise is the **SYMPTOM**. You then take it to a mechanic to have it checked out. He identifies it to be worn out brake pads in the car.
2. The worn out brake pads are the **CAUSE**.
3. However, the lack of regular servicing is the **REAL ISSUE** which needs to be addressed and which has long term implications – such as when real issues are identified in a business.



“ What are the REAL issues in your business today? ”

The coach will take you through a process which identifies the above points, and will work with you to find a range of solutions for any one challenge facing your business. The key is then to identify which solution is most compatible to you and the strengths of your business, and which would cause the least disruption to your business if implemented.



**The significant point here is that business coaches should only ever guide, advise and encourage you to take action, and provide a safe springboard to propel your business forward.**

# 6

## What Are The Qualities Of A Good Business Coach/Consultant/Mentor?

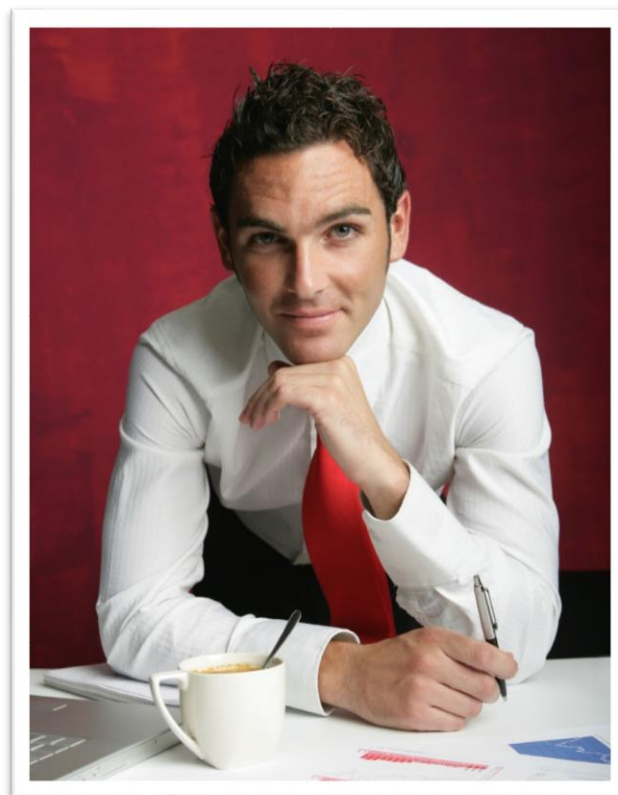
*The differences that count.*

When you invite a business coach/consultant into your business, it's essential that the experience is **positive**.

Any negativity will detract from the purpose of the appointment, which is to help and grow your business.

A good business mentor will exude the following qualities from the minute they walk through the door:

- Friendliness
- Warmth
- A Good Listener
- Interested in Your Business Situation
- Genuine
- Supportive
- Truly Concerned about Your Business's Welfare
- They'll offer Unbiased/Objective Input
- Be Open Minded
- Empathetic
- Willing to Work with You & Provide a Pathway to
- Resolving Your Issues



“ Coaching should always be a positive experience. ”

Likewise, when you hire a business coach/consultant to work with you, you must have the following qualities:

- Have an issue you want to be worked on.
- Be prepared to receive outside intervention or help; this may be different to what you are used to.
- Be willing to make the decision to change if it is logically better to do so; and
- Change for the better.

Without these essential personality traits from both parties, you will **not** achieve the kind of breakthrough for your business that you hope for.

# 7

## Should You Afford The Cost Of Hiring A Business Coach? *Can you afford not to hire one?*

***Are there blind spots in your business? What opportunities are you missing? Is your business wasting dollars every day due to inefficiencies?***

A good coach/consultant will bring benefits to your business that far outweigh the cost of their service in terms of the following:

- Improved Efficiencies
- Fresh Perspectives
- The Maximised Potential of You & Your Management Team
- 'Best of Breed' Processes from Working Across the Industry
- New Markets & Opportunities
- Increased Levels of Income, Market Share & Productivity
- Overall Business Growth



But the key to making the most on your return, is to hire the **right** mentor for your business from the start.

**“ The right coach will invest their knowledge and experience into your business for future growth. ”**

## Thanks for taking the time...

I trust that this report will provide you with the basic tools to evaluate and select the right person to work with you on your business, because getting the right support at the right time (i.e. before the situation becomes painful) would be the most crucial business decision you ever make!

If you have any questions on how a coach can further improve your business or if you are thinking of bringing in someone to just look through your business from a different perspective, I would like to offer you a free 30 minute consultation with this report.

Just contact my office at **(07) 3340 5128** and mention the “free report” when you speak with me.

I wish you prosperity in your business.

*Raymond Huan*

CEO & Founder, Excelerated Business Solutions

