

Coach specific training hours: 18

## Who this program is for:

This program is for experienced coaches looking to specialise in the coaching small to medium sized business owners and managers.

## About this program:

Business Coach Training provides you with a rich range of practical and effective tools for use when coaching directors or owners of small and medium sized businesses, as well as the opportunity to practice the use of each tool with fellow participants.

The course highlights key challenges facing a wide range of business clients, critical components of success and common elements that contribute to business failure.

It is a content-rich program designed to stretch, challenge and grow your general coaching skills, develop your ability to specialise in this highly lucrative area and impact your own coaching practice.

## Objectives:

1. Participants have an understanding of key business drivers and issues for the main client types encountered when coaching small business owners.
2. Participants have new distinctions, understandings, resources and tools for coaching business owners.
3. Participants understand the language of business and are able to ask better questions.

## Format:

12 x 90 minute teleconference classes

Sessions may include theory, discussion, tools, role-plays, group work, case studies and readings.

## What you get:

- Business Coach Training participant notes
- Greater understanding, tools and resources for coaching small to medium size business owners
- Network of other like-minded people
- 18 hours of coach specific training

## Participant feedback:

*"Business Coaching was one of the best courses I have completed with RCS leaving me with a feeling of stronger development, particularly around Transforming Performance and now the confidence to work with business owners. Both trainers were easy to connect with and have a training style that makes it easy to learn. I have felt completely supported in my development as a coach. I thank Maryanne and Lesley for this and look forward to an ongoing association."*

*"The handouts were great, homework was challenging and the course content was superb."*

*"I have taken 90 hours of continuing education with RCS and the business coaching course is the most useful since the ICT. I found the model of the business nucleus invaluable and have used that tool alone to re-define coaching series for my business owner clients."*

*"Had lots of insights into myself as a business person Achieved my outcome of two business clients by the end of the program"*

## Topics include:

- Brain based approach to business coaching
- Managing the emotions of a business client
- Creativity in the coaching structure
- Building visionary businesses that last
- Building sustainable businesses through marketing
- Helping clients sell
- Understanding business functions
- Helping clients build internal and external relationships
- Understanding profitability
- Succession planning for growth