



WHAT BUSINESS COACHING IS ?	WHAT BUSINESS COACHING ISN'T ?
Re-education, training and support	Done for you solution and task completion
Structured business systems and accountability	Seat of the pants idea's without proof of success
Strategic processes for a specific end result	A quick fix and short term solution
A collaborative advisor	An external authority that removes power from owner
Performance assessment connected to goals	Micro-management of tasks and resources
Up skilling, building of personnel	Removing power from business owner
Leadership duplication and empowerment	Being the leader for every organisation
Strategic Advise and leadership development	Accounting, consulting and project management