

# About: Business Coaching

## What is Coaching?

Coaching is helping another person produce a desired result.

## What is a Business Coach?

Like a sports coach who guides teams to success with a winning game plan ...  
... A Business Coach guides business owners to success with tested, proven and systemized ways to build and improve their businesses.

## What is the Difference Between a Coach and Consultant?

Coaching is different from consulting in a number of ways.  
The main differences are listed below:

### A Business Coach:

- Paid by the program
- Focused on accountability
- Asks questions
- Teacher
- Generalist
- Knowledge transfer
- Client does the work
- Life-long learning by client
- Plan is driven by client's needs
- 90-day planning cycles
- Uses client's team
- Self-sustainable systems
- Compassionate, unreasonable friend
- Client does homework, constantly involved
- Applies strategies proven effective for every category and industry
- Solutions come from client

### A Business Consultant:

- Paid by the hour
- Focused on the deliverable
- Tells the client what/how they will do it
- Doer
- Specialist
- Expertise is their value; they keep it
- Consultant does the work
- When consultant leaves, so does expertise
- Plan is driven by deliverable definition
- Deliverable milestones
- Uses other consultants
- Maintenance contracts for deliverables
- A friend as long as they get paid
- Client involved with initial planning and final acceptance; otherwise, little involvement
- Applies strategies based on industry expertise for every category and industry
- Solutions come from consultant

**COACHING. NOT JUST FOR SPORTS.**