



## **ÉLAN FOR COACHES**

**Business mentoring for coaches**

**Getting your coaching business started**

**Developing & growing your coaching business**

**A Coaching Business Model**

**The Coaching Signatures™ Profile**

*'Opportunities multiply as they are seized' Sun Tzu*



## **BUSINESS MENTORING FOR COACHES**

In this document you will find details of how I support coaches develop and grow their own coaching businesses. Including:

<b>About me</b>	<b>Page 3</b>
<b>What do I mean by Business Mentoring?</b>	<b>Page 4</b>
<b>Getting your coaching business started</b>	<b>Page 6</b>
<b>Developing &amp; growing your coaching business</b>	<b>Page 7</b>
<b>A Coaching Business Model</b>	<b>Page 9</b>
<b>Coaching Signatures™ Profile</b>	<b>Page 10</b>

Anna Sheather

01747 830113

07770 621957

[anna@elancoaching.co.uk](mailto:anna@elancoaching.co.uk)

[www.elancoaching.co.uk](http://www.elancoaching.co.uk)





## About Me

I have been running my own coaching business since January 2007 having made a leap of faith that this was what I wanted to do! Having made that leap, I would not change a thing. I thoroughly enjoy my working life and have learned to manage the different stresses and strains that running your own business brings. This way of earning a living is very different to having a regular salary coming in, but for me the benefits far outweigh the challenges.

Before training as a coach and leaving my full time job to set up my business I had been working in business and business consultancy for over 20 years. So I have come to coaching with a very strong business background including being a director of a niche business consultancy working with boards of fast growing companies develop their strategies and their leaders.

My coaching business includes Executive Coaching, Career Coaching and private client work. I design and run workshops on coaching and coaching related subjects as well as provide coaching consultancy

services. I also volunteer as a business mentor for DORMEN supporting small businesses in Dorset. I am a member of the Association for Coaches.

My business has grown and developed over time and I have faced many challenges, changes and conundrums over that time. Increasingly I have found coaches coming to me or being recommended to come to me, to help them resolve their own business challenges. It is a privilege and also great fun to work with others as they grow and develop their businesses. As a result I have launched a 'For Coaches' service so I can open up this support to anyone who may be looking for someone to work alongside them.

I do hope you will be in touch and I look forward to working with you and helping you to develop and grow your own coaching business.

*Anna*



## What do I mean by business mentoring?

Business mentoring is very similar to coaching and I will sometimes coach rather than mentor when business mentoring!

Business mentoring is a 1:1 professional relationship between a mentee (someone who is looking to develop and grow in certain areas) and a mentor (someone who has the experience and knowledge in those areas that the mentee wants to work on).

As a mentor I will guide you through your business challenges and share my experience and knowledge with you. I may make suggestions and will give advice if you really want it. I will also coach you as it is very important that for some areas you find your own answers and your own way of doing things. Your coaching business is, after all, yours not mine.

For example, I may guide you through how to go about networking, establishing fees and setting up your working space, but I will coach you when you are establishing what you want to do as a coach, what your USP is and what direction you want to take your business in.

These latter areas are all about you and it is important that you find your own way of being a coach.

Business mentoring is private and confidential. It is non-judgmental; creating a space for you to think through your business challenges as well as develop your business skills and enhance your coaching practice.

When setting up a mentoring programme with you I will follow a contracting process in the same way I would with a coaching client.

## Putting Your Mentoring Programme Together

**An Initial Discussion** – once you have made contact with me I will arrange for us to have a free no obligation initial discussion. This will be about half an hour and provides an opportunity for you to establish if I am the right mentor for you. If, at the end of this initial discussion, we want to go ahead I will arrange your first session with you.

## BUSINESS MENTORING FOR COACHES



**Your First Session** – this session is when we talk about everything to do with your mentoring goals. There is often a lot to talk about and most people need about 2 hours. By the end of this session we will have agreed what your mentoring goals are, what success will look and feel like for you and how your mentoring programme will continue.

**Your Mentoring Programme** – your programme will consist of an agreed number of one to one sessions; the length of each session and the frequency you want to have them will initially be agreed with you at the end of your first session.

Depending on where you are located and your preferred way of working, sessions can be face to face (usually at my place of work), by phone or by Skype.

**Monitoring Your Progress** – at the end of each session I will ask you how you feel the mentoring is going. This ensures that we are always focussing on what is important and right for you. We progress on a session by session basis because even though we may have agreed a programme, things change and

you may find you need fewer sessions, you may find you want to change the frequency or length of sessions; you may find you want more....this flexibility is crucial if you are to be successful in your chosen goal(s).

If our programme is running for some time I will also build in regular review sessions to more formally evaluate progress and ensure we are working in the best way possible.

**Closing Your Programme** – it is important that your mentoring programme comes to an end at some point. However, unlike coaching, mentoring can be a longer term relationship and it is important that your programme closes when you feel confident to continue on your own.

If you would like to know more give me, Anna, a call or email me and I can answer any questions you have.

Anna Sheather  
01747 830113 or 07770 621957  
[anna@elancoaching.co.uk](mailto:anna@elancoaching.co.uk)



## Getting your coaching business started

Taking those first steps in setting up and running a coaching business can be daunting. There are so many questions to think through:

- How do I find clients?
- What fees should I charge?
- Where should I meet clients?
- How do I set up my office and keep up with administration?
- What about supervision?
- What do I do about marketing?
- Who am I as a coach and how do I communicate this to prospective clients?
- Should I be a company or not?
- What's my brand?
- What other services should I or could I provide?
- Should I or do I need a business plan?
- What about insurance, contracts and the data protection act?
- What specialist advice should I be seeking?
- What fees should I charge?

You may also doubt yourself and your abilities to run your own coaching practice. Coaches who come to me often say:

- It doesn't feel right charging that level of fees for me
- Who is going to buy coaching from me?
- I can't do that!

Part of my role will be to help you develop confidence and belief in yourself if you need it.

As an experienced coach and business professional I can work with you to help you get your business started. Help you to get all the basics in place so you to get on with developing and growing your business. For example;

- What do you want to get from your coaching business?
- What is your vision of your coaching business?
- How much do you need to earn from your coaching?
- What is your business model going to be?

## BUSINESS MENTORING FOR COACHES



- What is your business plan and marketing strategy?
- Where and how are you going to work?

If you would like to talk through your particular needs please call or email me, Anna, on:

[anna@elancoaching.co.uk](mailto:anna@elancoaching.co.uk)

01747 830113

07770 621957

*'I came to Anna as a requirement of my training as a coach. I booked three sessions, and I knew that I had a dilemma of which way to go in my coaching career. When I met with Anna for the first time, I felt that there was immediate trust between us, which made me feel safe. It was obvious from the beginning that Anna really knew what she was talking about. At the end of the first session, Anna had helped me to make a decision. We spent the two other sessions planning how I would progress. Anna stayed focused and helped me to do so too. I have come away from my coaching experience knowing which way I am going and as a result, I now have my first client. Thank you so much.'* Fiona

## Developing & Growing Your Coaching Business

Overtime our coaching practices change, our experiences grow and after a while we may find that our business isn't quite where we want it to be. Business mentoring may be helpful to you if you have been running your coaching business for a while and:

- You would like to take some time out to reflect on your business and the direction it is going in
- Your business is not as fulfilling as you hoped it would be and want to re-assess things
- You want to consolidate your practice and develop and grow it in a particular direction
- You want to identify your unique selling point so you can market yourself accordingly
- Your business feels a little out of control and you would like to feel on top of things

Through business mentoring and coaching I work with you to think through these business challenges; helping you take your business in

## BUSINESS MENTORING FOR COACHES



the direction you want it to go, even if you don't know what that is right now!

My business has gone through many changes and I expect it to have many more to come. Even as I write this I am already thinking of new ways of developing my coaching practice. Changes are a good thing, as to survive in business we must keep up with what our clients expect and want from us, keep up with new ideas and practices in coaching and develop ourselves so that we can offer new services to new and existing clients.

Through a mixture of business mentoring and coaching we can put together a programme that is tailored to your requirements and helps you develop and grow your business.

If you would like to talk through your particular needs please call or email me, Anna, on:

[anna@elancoaching.co.uk](mailto:anna@elancoaching.co.uk)

01747 830113 or 07770 621957





## A Coaching Business Model

A business model is a term used to describe how a business is run, how it achieves its goals and strategies and how it adds value. Every business has its own model and some models are better than others.

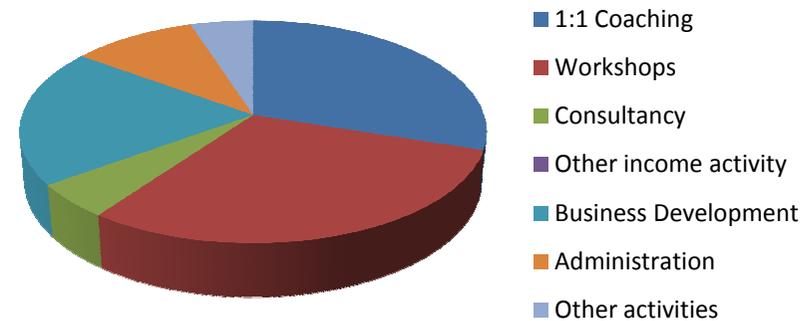
By defining and /or understanding your own coaching business model you can determine where your time is spent and whether your model is working for you. If it isn't working you can see where you need to change things and develop a business plan to achieve it.

As part of my mentoring services I can help you define and analyse your business model and check that you have set it up in the way you need to achieve your business goals.

Where your model needs developing and/or changing I will work alongside you, mentoring and coaching you through those changes.

If you then need put together a business plan (action plan) to ensure you achieve your goal(s), I can work alongside you to do that too!

## A Coaching Business Model



**How is your business model set up?** Some questions to think about:

- How do you earn your money?
- What proportion of your income comes from which activities?
- How often and what do you do to develop your business?
- How much time do you spend running and administering your business?
- What are your expenses and how do you manage them?



## Coaching Signatures™ Profile

In addition to business mentoring I also offer coaches the **Coaching Signatures™ Profile** which enables you to:

- Identify and assess your most developed and natural coaching style, so you can understand and communicate this more clearly
- Understand the strengths and limitations of your approach
- Develop your coaching practice by becoming more flexible in your approach to the coaching needs of your clients

The Coaching Signatures™ Profile is a development tool providing an evaluative and self-reflective psychological profile that enables coaches to recognise and understand their most developed and natural coaching style or ‘posture’; their unique Coaching Signature.

The Profile is used in supervision and is also very helpful for coaches who want to understand their style more clearly. This can be particularly useful when trying to explain your coaching style to a

client, determine what your coaching approach and USP may be, and who your coachees could be.

Understanding their Signature, coaches can see how they behave and manage the dynamics of coaching relationships and can use it to explore and gain insights into:

- which coaching styles and strategies are being used
- the influence and consequences of their current coaching style
- the coaching styles and strategies likely to best suit the needs of the client
- which styles and strategies the coach may want or need to develop
- the relationship between the coach and client including any issues in the coaching relationship
- what support a coach may need from their supervisor

## BUSINESS MENTORING FOR COACHES



The profile can also be used by coaches to develop their coaching practice by understanding how they can become more mobile and flexible in their coaching behaviours through learning to 'roam' around the different coaching postures and to appreciate how their current coaching strategies are impacting on their clients. The coach thus becomes more aware and empowered to make choices and behave in a way that will improve their standard of practice, coaching ability and performance.

If you are interested in exploring the profile further please contact me for further information.

### Contact Details

Anna Sheather  
Élan Coaching Ltd

01747 830113

07770 621957

[anna@elancoaching.co.uk](mailto:anna@elancoaching.co.uk)

[www.elancoaching.co.uk](http://www.elancoaching.co.uk)

