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7 FATAL MISTAKES



**PEOPLE MAKE
WHEN
ENGAGING A
BUSINESS COACH**

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Introduction

One rainy afternoon a few years back now while thinking about why my business was stuck in a rut, I decided to phone my friend who was also in business and invited her for a coffee. When we got together we began exchanging stories about the usual. We talked about family, where we went on holidays and what exercises we had been doing to keep healthy among other things.

Since we're both business-minded our conversation drifted towards how our businesses were going. And although it was difficult for me to admit, I told her mine was beginning to get neutral. It wasn't bad and neither was it getting worse. Thankfully, I had not experienced my business getting worse as of that moment but I knew that my business needed some improvements because as far as I could tell, the growth of my business wasn't going as fast as I hoped it would be. Her advice was that I consider hiring a business coach. I have never done this before so I asked her quite a number of questions until I realised this might be what I needed.

When you are in business you should never stop achieving goals. One of the primary goals in my business is to keep moving forward. However, no matter how much of a visionary you are there will always be times when you find your business stuck in neutral. Some business owners even experience a complete reversal in their business and when it's too late there's a big chance that their business would capsize and that is something I didn't want. So when my friend suggested that I hire a business coach I did some research and sure enough, I discovered that engaging with a business coach has a lot of benefits not just for my personal growth but also for my business and my professional growth.

I had read horrible stories about businesses closing prematurely all because they weren't able to move past their breaking point. It is priceless wisdom to know that when you are no longer going in the direction you initially planned, a business coach can help push you forward.

If these three points are present in your business then it's high-time you consider finding yourself a business coach:

1. If you are already doubting your decision-making process.
2. If you are no longer confident about the choices you are making.
3. If your business is no longer flourishing as it should.

If you are thinking about hiring a coach when your business isn't where you would like it to be it is equally important you know that there are 7 fatal mistakes people make when engaging a business coach and this is what I am going to share with you.

Mistake 1: Business owners take too long to engage a business coach.

When you know that a business coach can help you in your business, find that person as soon as possible. If you don't know anyone, ask for referrals from friends or colleagues. Most business owners have a tendency to procrastinate. They are always delaying getting a good business coach even when they urgently need one. And so what happens is that their business only gets worse and worse over time.

When you notice that your business isn't doing well any more, take action IMMEDIATELY. Don't wait for it to get worse because if you wait for that to happen you will only intensify the damage and that means you'll need more damage control. If you want your business to improve go to a business coach earlier, that way you will already be equipped to handle any possible challenges you will face. Business coaches possess the necessary wisdom, knowledge and skills to guide you in your business. They are equipped to help you get out of the rut that you are stuck in. Therefore, soon as you notice that your business isn't going anywhere, contact a business coach right away.

Mistake 2: Business owners find the cheapest business coach available to save on funds.

While it is totally understandable why there are business owners who scout for business coaches that offer the cheapest fee, do know that hiring one is an investment. If you focus on the price without looking into the coach's credentials then it's highly likely that you will only get what you pay for.

Before you sign formal contracts agreeing that you will hire a business coach you must first find out their specific expertise. Find someone who can inspire you to see things differently. Do not just go with anyone who can offer the cheapest bid. Find someone who you think has the capacity to help you get through the toughest times in your business. As long as it fits your budget go ahead and hire that business coach. Don't focus on the price because if your criteria is the price the results won't be that dramatic. Ask your business coach what skills he/she can offer you and base your decision on his/her answers.

Mistake 3: Business owners take their coach from within their industry.

Business owners looking for a business coach would normally look for one within their industry. You'll probably ask, "What's wrong with this?" Well, business owners tend to look for coaches within their industry because they feel that these people are already familiar with the type of business they do. It also saves them a great deal of time explaining the mechanics. What makes this a mistake, you ask? If you take a coach from the same industry they usually do the following things:

- They will tell you WHAT TO DO instead of consulting you or asking you relevant questions. With their knowledge and expertise in the business these coaches are assuming that they know how to turn your business around without even bothering to ask you about your objectives. They assume that they can make your business work by copying the objectives of another business owner in the same industry. Keep in mind that another business's objectives may not work for you. This is the reason why I see this as a disadvantage.
- Business coaches within your industry no longer look at your business from a different angle perhaps out of familiarity. They don't ask different questions believing that they already know everything there is to know about your business. They are convinced that because of their experience they already know how to make it work without studying all the possible angles of your situation.

Mistake 4: Business owners choose their coaches by locality.

The options for hiring a business coach become limited when business owners choose by locality. Business coaches are everywhere and some of the best coaches that have the potential to help boost your business may not be within your area. But then again, so what? So what if that business coach is a continent away from where you are? So what if he/she lives 80,000 kilometers away? Distance does not matter as long as there are mediums you can use to communicate effectively.

While it's perfectly okay to choose by locality, sometimes it may not be your best option. Take advantage of today's digital age with Viber, Skype, Facetime or Facebook Messenger that are readily available, I don't see any reason why distance can be a hindrance to getting the most suitable business coach for you. Besides, it's a complete waste of time to travel and pay for the airfare just to have coffee or lunch with a business coach who lives in a different time zone than yours. As long as technology permits it, don't limit your options based on locality.

Mistake 5: Business owners choose a business coach who has not achieved results for themselves.

Desperation often causes us to make bad decisions. However, when it comes to business, one false move like choosing the wrong business coach can lead you down further instead of helping you up. More often than not, desperation cries for urgency or a quick fix but if you just hire anyone as long as they have a business coach title attached to their name without looking at their achievements then that my friend, is a recipe for disaster and there's a very big chance that your business won't make it.

A lot of times business owners make the mistake of choosing someone who has not achieved the results they want to achieve for themselves. Simply put, if it is your goal to grow your business into a seven figure business then you have got to find a business coach who has done that as well. Why is this so? Well, because this type of business coach already knows how to do it. You will be confident that they have strategies they can use in your business that can make it grow exponentially. You need to be very keen on selecting who will guide you all throughout your business. Don't look for just anyone; find a business coach who has achieved success.

Mistake 6: Business owners choose a business coach who is nice to them instead of someone who is honest.

When you make a decision based solely on personality you are doing it all wrong. Most of the time I notice business owners choose a business coach who is nice to them instead of finding someone who can be brutally honest with them. Anyone can be kind but not everyone can be honest so you need to find a business coach who will tell you what you need to hear and not what you want to hear. The difference can dramatically change the state of your business. You need to find a coach who can be honest with you, a business coach who can be raw with you and a business coach who is not afraid to ask the questions to get you to be real. If you find a business coach who can do all of these, assuming you've reviewed his/her achievements and his/her credentials, then you've got yourself a potential candidate.

Having a business coach who is real and honest will help you get to the bottom of your business's underlying challenges. It's better to have someone who can get down and dirty with you rather than someone who is kind and who pats you on the back saying nice things that are music to your ears. Trust me, that's not the kind of coach your business needs.

In times of need we often find ourselves seeking reassurances like a business coach who will tell you everything is going to be okay. However, when it comes to business you will need more than emotional reassurances in order to get to the breakthrough. You need hard facts, you need to hear how exactly you can make it through, you need transparency and an honest coach can give you just that.

Mistake 7: Business owners find someone who is going to do everything for them.

If you are looking for someone who is going to do all the work for you then you really aren't looking for a business coach, you're looking for a maid or a butler perhaps. One observation I've made among business owners is they tend to look for someone who will do everything for them. They want a business coach who has all the systems and processes set up so they don't have to do it on their own. Take for instance; business owners who want to fix up their accounts. These business owners will look for a business coach who knows all about accounting. While there is certainly nothing wrong with choosing coaches who already have their own systems and processes in place, what makes this scenario a mistake is when you use that as the only defining factor determining the suitability of a business coach to guide you in your business. Don't choose a business coach who does everything for you. Find the one who is willing to guide you, coach you and mentor you because that's what they are supposed to be doing in the first place.

When hiring a business coach, make sure that you look for someone who is not going to be doing things for you but is someone who is going to coach you so you can learn and grow yourself and your business.

Conclusion

You have to know that wherever you are in your business; whether you're at the top, scaling towards the top or at the bottom, you will need a business coach to motivate you to work harder so you can progress much faster compared to doing it all on your own. Your business coach can help bring back your confidence when you've lost it along the way or they can help expand your network to bring you more sales. These are just some of the many things they can do for you to help you get from point A to point B.

Business coaches possess the necessary knowledge, skills, tools and experience to help you out of your rut. Often times, business owners tend to solve their internal problems on their own, perhaps because they are not willing to face another expense in the form of a business coach. You will never really begin to appreciate the worth of a business coach unless you experience the success in your business because of their help. But you can only do that if you invest in a business coach. Keep in mind that you should not engage just any business coach; you need to think long and hard so you can find the best coach who can help you in your business.

Let these 7 mistakes people make when engaging a business coach guide you to make the right decision. If you think your business isn't going well, don't wait for it to get worse. Start scouting for a business coach the moment you notice something's wrong. Don't use their fee as your marker to determine if you should hire them or not. Remember that you get what you pay for so be very careful because you might run the risk of losing your business all because you decided to go for the business coach who has the cheapest offer. Furthermore, don't engage a business coach from within your industry and don't limit your options based on locality. And finally, find a business coach who has achieved the goals you want to achieve for your business and someone who isn't afraid to be honest with you, who will tell you what you need to hear as opposed to what you want to hear.



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