



The BusinessCoach.com Definition of Business Coaching

Business Coaching is an extraordinary relationship between two or more people that commit to a common goal or future for a business. Business Coaching is directed toward the entire organization and is focused and committed to transforming the organization's culture.

The role of the client is to be willing to change their approach to business and be open to reinventing themselves and their current belief system. The client must be committed not only to change, but to learning and growth.

The role of the Business Coach is to discover what the client is passionate about in their business and personal life. At times, the Coach will intervene when he sees the client drifting or losing focus on *their* goals. The Coach is always standing in the future that the client envisions and is totally committed to *their* success.

Business Coaching by design creates an environment for an organization to see its potential while not being influenced by the past.

Organizations are often limited by their own self imposed limitations or fixed positions that prevent taking action or producing bottom line results. Business coaches uncover these areas by facilitating breakthroughs.

These breakthroughs reveal and eliminate the "not workings" and facilitate new ways of doing things that produce positive results. Business Coaching can be powerful for organizations that want to have breakthroughs in areas where they have been stuck or experienced unsatisfactory results.

BusinessCoach.com has been dedicated to this process since 1989 and remains committed to the development of extraordinary leaders and their teams, regardless of where they are in the process.

BusinessCoach.com is committed to transforming business and lives.

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