

Is Business Coaching Right for You?



LARRY ANDERSON
CONSULTANTS



What can business coaching do for your business?

In today's world, business coaching is common place. It's normal for business owners and leaders to seek out coaching for themselves or their management teams, to find experts who will help them improve their own skills to improve their businesses.

Despite this, most people don't fully understand business coaching as a service or professional discipline. Every day we get questions like:

What does a business coach do?

What's the coaching experience like?

What can I expect coaching to do for my business?

How do I know what sort of coaching I need?

The truth is, without clear answers to these questions, it's challenging to find the right coach or service for you. To make sense of the many options out there for developing your business, you have to know not only what service you're looking for, but what you want and need from the experience.

This guide will help you do that.

What is business coaching?

Coaching is very different from management. Coaching is not about giving answers, it's about helping others find their path to reaching their goals and changing behaviours that are limiting their performance.

Before a company embarks on a coaching program, two truths must be known:

Truth #1: Meaningful behavioural change is very hard to do

Achieving actual change is completely possible, but extremely difficult primarily because of three problems individuals face when introducing change into their life:

- We can't admit we need to change
- We do not appreciate the power of our comfort zone
- We don't know how to execute a change

Truth #2: No one can make us change unless we truly want to change

Human beings will not actively seek out change until what they have in place in their life no longer works. A man or woman who does not wholeheartedly commit to change will never change.



What is business coaching?

Coaching isn't for everyone

The people that get the most out of coaching are the one's that recognize they don't know everything, don't have all the answers, and are always striving to get better and want to reach goals that may seem out of reach today.

A coach does the following:

- Asks you questions that challenge your thinking and habits
- Challenges you to do things you didn't think you were capable of
- Helps you take ownership of your own success
- Keeps you focused on what's really important
- Helps you eliminate excuses
- Makes you aware of your own accountability
- Keeps your ego in check
- Helps you develop confidence in your strengths and abilities
- Helps you understand, the biggest thing limiting you, is you



Brand Blvd has worked with Larry in some capacity for almost a decade. I think the greatest asset he brings is a commitment to his craft. He provides relevant, customized coaching for our team and an objective view of our business as a whole. He doesn't just tell you what you want to hear, he will ask the tough, thought-provoking questions then help formulate a plan of execution. He has become part of the fabric that makes up our culture and we're simply better because of it. Thanks Larry!

Shaun Lichtenberger
President
Brand Blvd.

The logo for Brand Blvd features the word "BRAND" in a bold, dark grey, sans-serif font, positioned above the word "BLVD" in a bold, bright green, sans-serif font. Both words are in all caps and have a slightly distressed or textured appearance.



What is the value of business coaching?

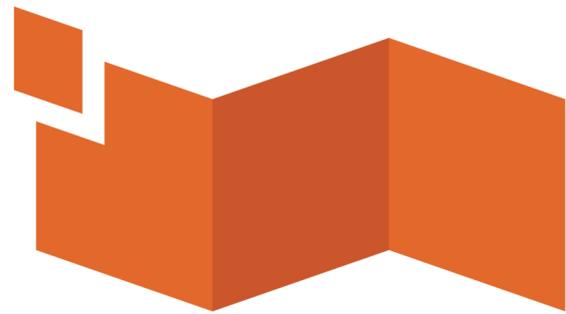
When business owners ask us to explain the value of business coaching, we ask them this in turn: “What matters most to you?”

Value depends on what you value. What you want from coaching is entirely unique to you. A good coach will work with you at the outset to determine what the return on investment needs to be *for you*.

Since 2005, we have helped hundreds of companies and thousands of employees, managers and owners accomplish big changes and achieve ambitious goals.

The five main areas we get asked about most are:

- Clearer direction on how to run a business**
- Strategic planning for their business**
- Becoming a better leader**
- Well-designed systems— that work together**
- Building teams and overcoming conflict**



STOLK CONSTRUCTION LTD

Larry Anderson Consultants is a fantastic resource for any organization. Larry indicates that as a 'Disruptor' his job is to challenge you, and he does just that. He provides his perspective in a professional and valuable manner. We were fortunate enough to work with Larry on leadership coaching. This training involved staff in many different roles within our organization and Larry was able to engage everyone; this in itself can be a challenge for a business. Larry's experience, ability to be candid and his genuine nature make him a pleasure to work with.

Kate Flynn

Director of Operations

Stolk Construction

What are the top reasons companies decide to offer coaching to their employees?

Leadership Development
Improve communications
Improve teamwork
Improve decision making
Increase productivity
Resolve conflict
Develop junior staff

What are the most important skills employers want their employees to develop?

Leadership
Conflict management
Communications
Planning and Strategy
Team Building
Decision Making
Persuasion and Influence

Who is being coached?

Entry level 63%
Mid-level 80%
Senior-level 80%
High potentials 90%
Baby Boomers 70%
Gen X 85%
Millennials 85%
Gen Z 90%
Ownership 80%

I have had the pleasure of engaging Larry Anderson Consultants in the execution of a Leader Training Program for my Group Leaders and Team Leaders over the past 12 months. The feedback from these sessions has been overwhelmingly positive, with everyone I have spoken to finding really insightful reflection in themselves (both the good and the could be better).

The course materials were delivered with an extraordinarily high level of passion & enthusiasm, however Larry was sure to take the time to make certain that everyone 'got it' through use of one-on-one coaching sessions following each topic. This personal touch really does make all the difference between run-of-the-mill training and real engagement.

I sincerely believe that this course has served as a catalyst for significant personal change in many of my leaders, both at work and outside work - and has proven to be one of the most impactful training programs they have ever taken part in.

Kevin Hooiveld
VP of Operations
Book Depot



Business Coaching vs. Consulting

While we offer both services, each has their place.

Consulting is ideal for projects such as developing a new sales team, launching a new product, succession planning or overcoming production gaps to name a few.

Where as coaching is focused on individual development. Coaching is critical to your company's success because everything in your business involves people.

In a recent study by Harvard Business Review, they found that 90% of companies spend less than 6 minutes a year per employee developing their staff once initial training is completed. This means two things; first, there are a ton of under developed employees out there and second, this can become a huge competitive advantage for you and your business.



Regal sought out a professional coach to work with various employees and our Management team. Larry came highly recommended from other colleagues and once we met him, we all connected with him instantaneously.

In just two short years, Larry assisted in the growth of our employees both professionally and personally. Larry helped our company with structuring a functioning Management team, who now meets regularly with controlled productive meetings.

Larry is kind, honest and genuine. He is able to provide incredible perspective due to his vast experience with Sales and Marketing.

Larry wants to bring out the best in everyone, he will give you his honest opinion when it is needed and is extremely knowledgeable. He helps his clients use their strengths to be the best leader they can be.

I am a better leader today because of the coaching I received from Larry. I cannot recommend Larry highly enough!

Kate Woods

Manager, Human Resources
Regal Tents and Structures

REGAL

TENTS & STRUCTURES

So, how does business coaching work?

Coaching is equally about two things: working toward something (**your goal**) and the path to get there (**the learning**).

The reason each is equal, is because without a goal, progress and achievement are not possible. And, without the learning, you won't be able to reproduce the process again and again to continue growing.

The whole concept of coaching vs. managing, is to develop your ability to think strategically, push your abilities and develop a system to be able to constantly learn.

We start by identifying areas of your work, business and life that you want to improve or add to - **your goals**.

Next, we assess and identify what your current reality is, what's standing in your way and what's required to get you to your goal.

Lastly, we make a commitment to the process and what's required to get you to your objective - **the learning**.

A coaching relationship typically lasts 8-12 months, with sessions monthly or bi-monthly. Each session is between 30-90 minutes.



**Person
Centered
Care**

A MASSIVE thank you to Larry Anderson Consultants for working alongside our supervisory team over the last several months. What we've learned over this period of time has been so impactful not only to our agency and leadership styles but the personal growth we've also gained from this training has been so profound.

We've enjoyed this extensive training so much that we are now offering this to our entire team starting in the New Year. What better investment than that of our team, right?

We are so thankful for the expertise and insight Larry brings to the table as well as his practical training techniques that keeps things simple and uncomplicated (who needs any more complications in an already complicated world).

From all of us at PCC Thank you Larry, we cannot wait to continue working with you.

Alyshia Meredith

President and Founder
Person Centered Care

How do you choose the right business coach?

It really all comes down to fit.

While business coaching is a professional discipline, there's no universal certification or license that's required for business coaches to practice, as is required from doctors, lawyers or architects. And since there's no governing body that says, "If you're not a certified business coach, you can't do the work," it makes sense that so many people would wonder whether people who market themselves as business coaches are trustworthy.

Three things you should focus on:

1. **Experience** - have they solved the types of problems you're focused on or worked in your industry?
2. **Process** - does the way they work fit with you and your business. Is there a comfort level and a feeling of trust?
3. **Results** - have they actually helped their clients achieve the goals they set out to accomplish?





His coaching is pretty impressive. He wants you to succeed and keeps us focused and on task. He's also very easy to get along with. A real forward thinker, very positive and a straight shooter.

Tim Tykolis

General Manager and Co-Owner
Safari Niagara

Our coaching philosophy

We believe in three core principles:

1. Trust and honesty are the most important building blocks. Without this, there is no coaching relationship.
2. Everything we do is about progress, not perfection - business is never finished, so we are constantly learning.
3. In the beginning of a change initiative, effort and attitude matter more than skill and aptitude - skill always lags behind effort, but without that drive and passion no amount of competence or experience will take you where you want to go.

From these guiding principles we have developed our proven coaching system.

Most of the businesses we work with are already successful. So why do they use a coach? Because, prosperous companies know one thing for sure; what got you here won't keep you here. Change in business is a guarantee and having an experienced and proven coach on your team is not only an advantage but a must.



Let's get started

All of the points we have covered are important when choosing a business coach—but **personal fit is really at the heart of what makes a business coach the best for you.**

A coach can have all the reviews and accolades, but if you can't talk to them honestly and without reservation, you're not going to get the results you want from working with them.

To connect with us to see if we are a good fit for you and your organization, let's schedule a phone call or a zoom meeting.

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Larry Anderson
Founder and CEO

