

Coaching offers brighter future

By Cheryl Donnison

A lot has been said about business coaching – it seems to be everywhere. The bottom line is: Does it work, and will it work for you? Coaching is an expanding industry. Four years ago just four per cent of small businesses in the UK used coaches, and now 20 per cent of SMEs rely on it as part of their growth strategy. Those that do are undoubtedly ahead of the game. It is an extremely cost effective means of achieving phenomenal results for your teams and your business.

Business coaching is designed to help individuals, teams and businesses develop rapidly. It is focused on improving performance or behaviour. It is goal orientated, personally tailored learning for your business – the business leaders, the management and the teams. It gets great results.

Coaching has been so successful because every single business owner knows that they could improve their business in some way.

Coaching supports that belief and turns it into action, helping you to identify what you should be doing, what you should stop doing and where you should be spending your time. It will help you to take

real action, and it is that focused action that gets you your results.

Chamber members Brighter Marketing decided to be one of those go-ahead companies and employed the services of Lumina Coaching.

Siobhan Lees, a director of Brighter Marketing, explained: "Over the last three years we have been working hard to build and establish our business. We have been very successful in this aim, but it has been at the expense, at times, of our work/life balance."

She added: "Working with Lumina has re-awakened our entrepreneurial spirit by enabling us to look at the values and drivers of both ourselves and our business. This has been incredibly motivating. Coaching has given us the space and opportunity to decide where we want to take Brighter Marketing over the next five years."

Director Joanne Simpson added: "By breaking down any fears or resistance which had become the norm, we have moved out of our comfort zone and this has enabled us to make the changes and given us the confidence to grow the business in a way that's right for Brighter Marketing.

"We have been able to get off the 'hamster wheel' of growing a SME; to enjoy our good wins and make the



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changes that will take us on to even greater success.

This is one of the reasons coaching can work. Always said the real expert in the organisation is not the coach, however informed and experienced they may be. The real expert is the person who is running the organisation.

➤ For further information contact Lumina Coaching Ltd on 01943 605597, or visit www.luminacoaching.co.uk