

Ep 17: 4 Roles Your Business Coach Should Play

Making your coach your most valuable asset

- Your coach as your therapist.
 - They are there for YOU, so you don't have to feel bad about unloading.
 - No personal agenda except to help you grow. This creates space for vulnerability.
 - Don't just whine. Seek to understand the reality of your challenges.
 - Expect them to be empathetic/sympathetic but also to push.
- Your coach as your network extender.
 - Listen to *Ep. 12: 4 Unspoken Rules of Networking* for a better understanding of networking in general.
 - They can connect you to their well-developed network based on your needs and desires.
 - They can make you aware of opportunities you may not have known existed.
- Your coach as your unbiased resource.
 - They can offer a third-party POV through a clear lens of what is best for you.
 - They can be objective since there is no personal agenda.
 - Expect equal parts cheerleader and butt-kicker.
- Your coach as your accountability check.
 - Set goals for the coaching.
 - Expect formal processes to check progress and keep you on track.
 - Do your homework and come ready to discuss the good/bad/ugly.
 - Not everything will go right the first time. That's okay. It takes practice.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

