

How Business Coaching helps you and your Business win



BUSINESS COACHING SERVICES
FROM CFI

CELEBRATING
10 YEARS
CFI COACHING
FOUNDATION
INDIA LIMITED
Empowering *Change*

Why Business Coaching matters

The importance of Business Coaching is best understood through the concept of Mittelstand, a term used in Germany to refer to small and medium enterprises. In spirit, Mittelstand implies the unity of ownership, management, liability and risk. It refers to the fact that the enterprise is owned and managed by the same persons or group of persons and this management is responsible for and involved in all decisions that shape the direction of the enterprise. The owner entrepreneurs' autonomy in all decision making makes Mittelstand very unique. This unity of ownership management and liability of risk that places a huge onus on the entrepreneur to remain skilled, competent and effective at all times.

Business Coaching is a personalized humanistic result oriented and one-on-one relationship between an experienced business coach and a business owner with the objective of helping the business owner achieve desired business outcomes through enhanced functional, business and leadership competencies. In cases involving more than one business owner or leader, a combination of one-on-one and group coaching is sometimes found appropriate.

Business Coaching contexts

Business Coaching can happen in a context of accelerating growth, effecting a turn around or in the quest for higher levels of excellence.

Business Coaching agendas

Some of the typical agendas that business coaches help address are

- Building key leadership competencies like strategic thinking, networking, communication, stakeholder management, championing innovation and so on.
- Addressing issues of business growth and profitability.
- Enhancing specific organisational capabilities.
- Driving the typical leadership task of purpose, alignment and climate.
- Building a performance oriented organisation.
- Creating and reviewing business and strategic plans.
- Broadening perspectives and external connect.
- Conducting effective reviews.
- Installing and working with a Board.
- Attracting and retaining talent.
- Succession planning.
- Grooming talent.

Business Coaching services from CFI

CFI works with clients who are looking for Executive and Business Coaching support to address some of their business-critical leadership development agendas for their senior-most leaders or business owners. The enhanced effectiveness of these leaders and business owners can have very significant business gains. CFI's coaching services include Executive Coaching for business leaders' development agendas and Business Coaching which apart from Executive Coaching also helps them address their business agendas and issues.

How the CFI Business Coaching Program works

1. Resolve and conviction: It starts with the business owners' resolve and conviction that their enhanced competence can lead to better business results (on the contrary, where a business owner genuinely believes that his challenges are to do with strategies, systems and processes and not his competencies and ways of thinking and working, Business Coaching may not be the answer).

2. Matching: CFI gets to understand the needs of the business owners and on that basis identifies the business coach who most closely fits the requirements. In matching the right business coach, CFI will keep in mind cultural compatibility, industry compatibility and any special expectations.

3. Organisational diagnosis: The CFI business coach will commence his engagement with a thorough diagnosis of the business and organisation using a contextually appropriate framework. The purpose of the diagnosis is to gain a holistic understanding of what is working well and what needs attention.

4. Agenda preparation: Once the assessment is complete the business coach will work the business owner to prepare an agenda for the business. The agenda will include what the business would like to achieve as well as the roadmap to get there.

5. Leadership assessment: Against the backdrop of the agenda, the coach will help the business owner gain a realistic assessment of his leadership abilities to achieve the agenda. Such an assessment can often be an ongoing process and not limited to the start of the engagement.

6. Business coaching: The stage is now set for business coaching to commence. Business coaching sessions will alternate between focusing on business issues on one side and leadership issues on the other side. These are typically handled as separate sessions to keep the focus and style distinct. Business coaching would normally span a twelve month period and would involve face-to-face interactions as well as telephonic and email interactions.

How Business Coaching differs from Consulting

Consultants in the pure sense are typically engaged to diagnose and provide solutions using their expertise.

On the other hand a business coach empowers the business owner to find solutions to challenges by working on the business owner's functional capabilities, leadership capabilities and business know-how keeping in mind the business context.

A business coach helps the business owner create the success enablers or levers for his/her business. He leverages his business leadership experience to work with the business owner to identify what his levers are, how to create them and where to use them. Where required, he may also facilitate implementation.

In doing this, a business coach uses a combination of coaching and mentoring approaches to develop workable and lasting business solutions as well as to develop the leader.

Coaching and CFI

Founded in 2006, Coaching Foundation India Ltd has been helping leaders over a decade to navigate their way through their leadership challenges and empowering them to realise their true potential thereby contributing to long lasting personal and organizational results.

CFI has achieved this by building an integrated coaching institution that offers a wide range of services that leverages coaching knowhow and its use for leader development in India in a culturally appropriate and contextually relevant manner.

With a community of over 200 certified CEO Coaches in locations across India and expertise gained from having handled over 300 coaching engagements for over 50 reputed organisations, CFI is today the most preferred destination for clients seeking coaches for their leaders as well as potential coaches seeking training and certification.

Headquartered in Chennai, India, it has become a trusted source of thought about coaching and contributed to nurturing a coaching culture in the country. It has published two books authored by its Founders.



The CFI Edge

CFI coaches are seasoned business leaders with the experience of having run large businesses in diverse industries and growth scenarios. Using their business know-how and coaching and mentoring skills, CFI coaches engage in a trust based relationship to help business owners and leaders to work towards enhancing their effectiveness and taking their businesses forward.

Business Coaching for family businesses

Some businesses are family owned and managed, with advantages of continuity, culture and legacy. However, additional efforts are often called for in terms of managing family dynamics and ensuring alignment for business success.

Contact us:

If you are a business promoter or owner and believe that Business Coaching could make a difference to you and your business, contact us now. We shall be delighted to have a conversation with you.

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