

Action-Based Coaching Skills

Help Your Business Clients Achieve Breakthrough Results



Course Book

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Introduction

There has been a growing trend recently of people choosing to become their own boss by starting a business. More and more people today are opting for entrepreneurship rather than climbing the corporate ladder. With a growing number of new entrepreneurs, there's also a growing need for business coaches.

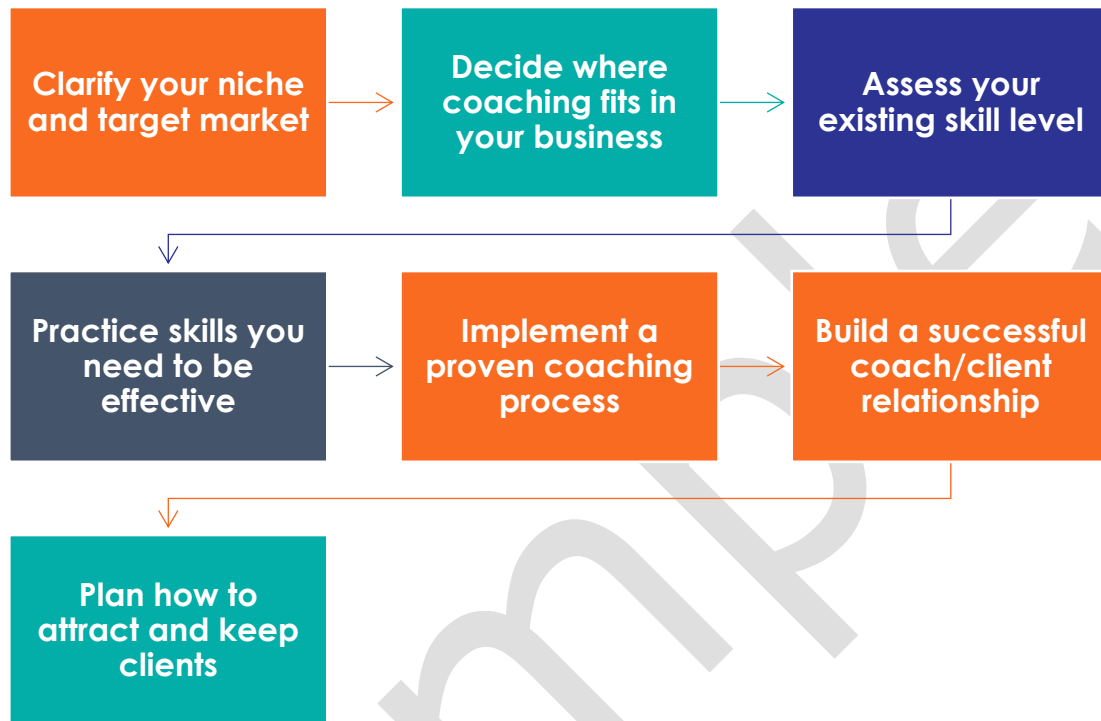
Many smart businesspeople invest in coaching at some point during their careers, and often they see it as instrumental to their success. With the help of a business coach, they're able to grow their businesses more rapidly than they would on their own. Without the coaches behind the bright, driven, innovative people who started successful businesses, they wouldn't be where they are today.

A business coach helps clients achieve long-term plans that allow their businesses to function more efficiently and make more profit. When you're a business coach, you can provide one-on-one coaching and help new clients make progress through your supportive, and sometimes challenging, questions. It's satisfying for both the client and the coach, as you work in-depth with individuals and really make a difference in their lives.

Action-Based Coaching Skills is a course for people with business experience who are new to business coaching. It's also valuable for coaches who are frustrated with the progress their clients are making and who want to step back and revisit their niche, processes, and skills. In either case, you will learn how to apply one-on-one coaching skills to help business owners tackle challenges, grow their business, and achieve their goals.

In the course, you'll learn what it takes to become a business coach and practice the key skills you need for success. You'll be taken step-by-step through an Action-Based Coaching Model which you can use with your clients to ensure their success. By the end of the course, you'll be ready to attract clients to your coaching business, confident that you'll be playing an important part in their business growth.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Clarify your coaching niche so that you can determine where coaching fits in your current business and who you are serving
- Discover the 5 principles of Action-Based Coaching and assess your current mindset and skill level so that you are ready to deliver professional coaching services to clients
- Master the business coaching skills you need in order to help your clients achieve and exceed their goals

- Conduct 1:1 business coaching sessions using a proven success model that enables your clients to make continuous progress
- Implement the 5-Step Action-Based Coaching process that takes your clients smoothly from onboarding through post-coaching follow-up
- Identify how you can adapt Action-Based Coaching to address the unique needs of your ideal clients, so they can all benefit from your services
- Establish the foundation for building a professional business coaching relationship so that you can confidently guarantee results
- Apply proven strategies for managing the challenging situations that inevitably occur in the coaching process
- Plan ways to attract the clients who will benefit most from your coaching services, so you know they will be satisfied and stay with you over time
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the process of becoming a business coach.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Determine Your Coaching Focus

Business owners are increasingly seeking the services of coaches to help them achieve their goals. When you decide to enter this world to motivate, inspire, and support others, you need to know what your own goals are as well.

In this first module, you'll determine how coaching fits into your current business, choose an appropriate niche, and identify your ideal clients.

Role of the Coach

The job of a coach is to work with people who are facing a problem and help them find ways to solve their dilemma and bring about positive change in their lives.

There are many branches of coaching, such as life coaching, relationship coaching, career coaching, financial coaching, and so on. What we're focusing on in this course is business coaching.

Entrepreneurs and business owners hire coaches for any number of reasons, such as to help them troubleshoot challenges, plan growth strategies, set goals, and even examine their business processes.

If you've ever had beneficial business coaching yourself, you'll be in a good position to consider how it helped you. Think back and see if you can identify anything the coach did that helped you get results.

If you've never been coached before, then there could be some confusion about the coach's role. There are distinct differences between coaching, mentoring, and teaching which are:



- **Coach** – You ask questions to enable the other person to think for themselves and make their own decisions
- **Mentor** – You offer your own advice and experience to help someone
- **Teacher/Trainer** – You communicate your knowledge and information about a specific topic or guide someone in implementing a process.

In coaching, you may share your business experience with your client, but you aren't training them on how to do something. You must be careful not to take over the problem and solve it for them.

If you do use your personal experience to support a client's ideas, then make sure you don't overwhelm them with too much information. For example, say you're an experienced entrepreneur who has all your systems set up from landing pages to shopping carts. Your client is just setting up their business and has nothing in place yet. If you start telling them about all the sales processes and tools they'll need further down the line, they'll quickly become confused and overwhelmed.

An experienced coach doesn't need to know anything about the client's business in order to help them, because they use their coaching skills to help the client bring about change. You'll be learning those skills later in this course.

Identify Your Coaching Niche

Even though experienced coaches can help people with any issues, when you're starting out with coaching, it makes sense to pick areas you know something about. This will help you feel more confident and make you more credible to the client.

"Business coaching" is a broad field so if you can niche down to something more precise, you'll be able to tailor your marketing towards those looking for this help. Some popular niches in business coaching include small business coaching, high-performance coaching for women entrepreneurs, startup business coaching, and business coaching for service-based businesses.

You may be clear about the type of business coaching you want to do. If not, ask yourself the following questions to help you choose your niche:

ATTENTION:

This is only an excerpt from our full course [Action-Based Coaching Skills](#). The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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