

It's Important to Be Clear on Your Business Support Options

Because you get
better results when
you ask for and get
the right type of help
for your business



If you're looking for external support to help you grow your business, you have these **4 distinct but different options:**

➔ Advisor


➔ Coach

➔ Consultant

➔ Mentor

Which option is right for you?

Coach

 **A professional trained in coaching techniques who helps you to formulate your own solutions to your challenges**

Bring in a coach to help you see what you or your team can't by asking you questions others are afraid to ask.

A coach will help you to view issues from new angles so that you can move forward on your own.

Consultant

 A subject matter expert who diagnoses your problems and presents you with solutions based on best practice

Bring in a consultant when you have a project needing specific expertise that your organisation lacks and cannot easily hire.

A consultant will help you to develop a roadmap, action plan or strategy document, and will, if required, help you to implement.

Advisor

 **A seasoned business professional who gives advice based on their professional expertise and experience**

Bring in an advisor who's already navigated the issues you're currently facing and can recommend the best course of action.

An advisor will use their experience, resources and network to present options and help you de-risk your decision-making.

Mentor

 A mentor is a trusted confidant who acts as a 'sounding board' to facilitate personal and professional growth

Bring in a mentor to help you develop the right goals for you and your business and provide guidance as you pursue them.

A mentor often possesses many of the attributes of a great coach, consultant and advisor.

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Business Coaching



Business Consulting



Business Mentoring



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