

What is a Business Coach?

Every great performer, whether it's an elite athlete, business legend or performing superstar, is surrounded by coaches and advisors. Business coaches work with business owners in exactly the same way as a sports coach works with sports people - to educate and teach them the skills they need to effectively and efficiently reach their goals.

But what can you teach me about my business?

Absolutely nothing! If you have built your business successfully then you are unquestionably the expert in your business. There is nothing we can teach you - about your business. What we CAN do is give you a completely objective view of your business using the experience gained from working with thousands of businesses and the knowledge of what has really worked. We can see the "forest for the trees". We can introduce you to a way of thinking about your business that will change the way you approach things.

Let's take a look at a sports example...

There is no denying that Adam Gilchrist is an immensely talented cricket player. Would his raw talent alone have made him successful? Possibly! But it was his Coach, John Buchanan, who was able to recognise the full extent of that potential, had the knowledge of how to tap into it and had the skills to enable Gilchrist to realise his potential to the full. Buchanan helped perfect Adam's technique, along with teaching him the strategy and psychology required to play the game to a high level. Adam is considered to be one of the greatest wicket-keeper-batsmen in the history of the game.

Who is ActionCOACH?

Many business owners have succeeded using their own talent and are running a profitable business. But, what is their real potential? ActionCOACH emerged as an overnight success in 1993 when Action's founder, Brad Sugars, began conducting seminars and workshops for small to medium business owners throughout Australia & NZ. For the first time, these business owners had access to hundreds of amazingly powerful, yet relatively simple and affordable sales, marketing and team-building strategies that resulted in dramatic improvements in turnover and profit. Appointing DELTA Business & Executive Coaching, powered by ActionCOACH, as your Business Coach can be the single, most effective profit making initiative you make in your business.

Powered by **ActionCOACH**
business coaching

Education

We don't consult, we don't do the work for you. We teach you how to realise potential by teaching you the knowledge, tools, vision, motivation and challenge to take both you and your business to the next level, and to ultimately get a better life through better business. How? At DELTA Business and Executive Coaching, we have found that most business challenges come down to three main areas...

TIME, TEAM and MONEY

Time

Our definition of a business is "A commercial profitable enterprise that works without you". The key is those last four words - that works without YOU. If you are your business' greatest asset, you don't have a business, you have a job! We can teach you how to get you out of a job and grow your business, giving you more time to spend with your family or on holiday!

Team

"You get the team you deserve!". Great teams don't just happen. DELTA Business & Executive Coaching teach you how to recruit, build and motivate your team and to ensure they give the best customer service every time, all the time.

Money

This is often the very main reason Business Owners want to work with a Business Coach. We can provide you with strategies that prove effective, time and time again. We focus on sales, marketing and profitability. We have the tools, knowledge and systems, and you, as the expert in your business, implement them and get your business flying.

