

the hill tribe

coaching  
training  
consultancy



[www.thehilltribe.co.uk](http://www.thehilltribe.co.uk)

new challenges, new mentality, new heights...  
let the hill tribe get you there.

### Why being coached leads to better results for your business

Coaching is an ideal fit for small/medium sized business (SME) owners, leaders and their teams.

Although the term 'coaching' is often misapplied – a catch-all that's sometimes used to cover consultancy, mentoring and training too – it's concerned with helping people become more *personally resourceful*.

So, other than providing occasional valuable advice, the coach helps the 'coachee(s)' better understand own strengths and weakness in the face of business challenges. The outcome is gained *insight* into more productive ways of approaching and resolving these challenges.

In our experience, SMEs need immediate support with some pressing issues, so our five introductory sessions will focus on goal-setting, resolving staffing problems, budgeting and basic financial management, increasing turnover, and managing operations efficiently. This minimal commitment provides a taste of what coaching is and can do, and moves the coachee towards some immediate resolution of current struggles.

Most Hill Tribe clients soon realise that this is a springboard a longer-term coaching experience that will really help establish profitability and sustainability for the business. The remaining interventions are designed to deliver changes in behaviour and approaches that will stick. Traditional longer-term themes to be covered include:

- **Using time more efficiently** – better prioritisation while diverting more activities from operations to strategic development. This can create more free time and begin to address feelings of being overwhelmed or heading towards burnout.
- **Establishing more structure and efficiency** – putting processes, procedures, plans and better methods of record-keeping in place.
- **Developing a clearer understanding of the marketplace** - through competitor analysis, a better understanding of existing client need and the potential of new markets.
- **Establishing a sales and marketing strategy** - with an integrated digital platform.
- **Delegating** - getting comfortable with passing on responsibilities to others and relinquishing control.
- **Stress management** - dealing with the daily anxieties of running the business, particularly around maintaining success and the feeling of being responsible for the livelihoods of staff members.
- **Managing staff** - recruiting the right people, and developing existing team members to take on more.
- **Better control of finances** - to plan and pursue more profitable activities and better manage cashflow.
- **Putting together an exit strategy** – if, when and how it might be appropriate to move on.

Regardless of the above, the coaching will develop in a direction to best assist the coachee.

#### **Total investment**

*5 one-hour introductory sessions (including support from coach in between sessions) = £250*

*15 one-hour business sustainability sessions plus support (non-compulsory) = £1,500*

*Total - £1,750*

*To learn more, please get email us at [hello@thehilltribe.co.uk](mailto:hello@thehilltribe.co.uk) to arrange a free 30-minute call.*

the hill tribe  
60 Lambs Conduit St  
London

Phone: 07967 350564

Email: [hello@thehilltribe.co.uk](mailto:hello@thehilltribe.co.uk)  
[linkedin.com/in/hilltribe](https://www.linkedin.com/in/hilltribe)  
[twitter.com/hilltribal](https://twitter.com/hilltribal)  
[thehilltribe.co.uk](http://thehilltribe.co.uk)