

The Difference Between Coaching and Consulting

By: Jim Jubelirer

Michael Jordan, the greatest basketball player of all time, was coached to greatness by two of the most successful coaches in the sport. First, Dean Smith at UNC and then Phil Jackson of the Chicago Bulls. Michael was great on his own, but his coaches helped him bring out the best in himself, making him The Greatest!

The role of a coach is to help business owners improve their business performance through guidance, support and encouragement. I help with all aspects of your business and make sure that the entire management team are working in optimum shape to support your success.

Coaching and business consulting often get put into the same category, but in fact they are very different. In its essence, coaching is all about asking questions and is an extremely comprehensive approach towards growing your business and enhancing your life, while consulting typically focuses on one area of expertise.

Coaching focuses on transferring knowledge from coach to client while also playing the part of sounding board, guide and confidant. When working with clients I will introduce new strategies, tactics and methodologies that can then be utilized in moving forward towards your goals.

One of the most valuable aspects of hiring a coach is the accountability model that is now established within your business and your life. My role is to assure that you are “doing what needs to get done” in order to become successful with the new idea, concept, or strategy. I work with my clients on an ongoing, long-term basis to ensure they meet or exceed their goals.