



Some of the benefits of business coaching

20 June 2026

The reason most companies have business coaching is to improve their business in some way. This can vary from coaching to help start the business, to grow the business, and perhaps even to merge or sell the business. Usually though, business coaching focuses on helping start-ups get going and helping existing businesses grow. Coaching can focus on the whole business or a part of it that seems to be particularly problematic or needs attention.

Some of the benefits of hiring a business coach for any size business including a start-up include:

1. Getting the business team / leadership team to think differently. This can include challenging the traditional company ways of viewing the business and doing business, as well as encouraging broader thinking and deeper understanding of the business and the current and future markets.
2. Helping the business explore more options and new possibilities. The world around us changes. New start-ups compete in our area. Existing businesses can diversify and end up as competitors. Customer requirements change. There is no business that can start and remain the same. Technology, as well as customer preferences change what people want. And so, we need to change what we offer over time to stay relevant.
3. Providing an outsider perspective. No human being can on their own, see everything happening around them. We all have blind spots. We all have biases which will mean our analysis and understanding of our business will be somewhat incomplete as we miss details. Business coaches help provide this different perspective so a more holistic and complete understanding of the business and the environment in which it operates is considered. This means potential risks can be better understood and actions to mitigate them implemented.
4. Coaching the business team to perform at a higher level. Coaches work with teams to improve their performance. They do this through understanding the team, the team members, helping member understand the strengths and weaknesses of one another, and helping the team develop individual and team competencies to perform at their peak. Coaches also help the team set team goals and create plans and take the necessary actions to achieve those goals.
5. Understand all the resources available and how to use them. This is a general benefit for most types of coaching. There are usually more resources and help available than we realise. Coaches help businesses understand all the resources at hand to make use of to improve performance. This can even include the individual strengths, capabilities and experience members of the team have, but have not considered yet. Coaches also can help business leverage and better utilise all the resources at their disposal.

6. Coaches help people develop specific skills that are needed in the business. Problem solving and decision making are two skills quite often developed through business coaching. Most coaches will also have tools that clients can use to improve on these skills as well as working with the business to develop the skills.
7. Developing and refining the leadership behaviours of the leaders in the business. Usually, coaches will work with the team to outline specific skills and behaviours that need to be developed, and then work with the team to develop these and see them implemented. Some examples include: setting a vision and mission, setting strategy, change leadership, communication in general, negotiation, persuasion, delegating, and conflict management.
8. Helping the business teams and leaders develop appropriate metrics for business performance. Helping them cascade the metrics down to individual and team member level. And helping them develop scorecards and dashboards for measuring and tracking business performance in a variety of areas the company wants to measure itself on.
9. Developing the skills and behaviours to lead and manage people from the most senior levels downward to junior management. Individuals who struggle to lead and manage people are more likely to benefit from coaching than attending a training course which tends to be very generic and have little practical implementation with feedback involved. Coaching means getting managers and leaders to implement actions, giving them constructive and supportive feedback on how they are doing, and thus shaping the appropriate behaviours over time.
10. Helping develop a road map for the way forward to achieve success. At the same time working with the business on how to set goals for the business, including short-term goals, and the process to achieve these goals. This includes understanding obstacles, limiting organisational mindsets, and challenging and changing them for the business to develop more resilience to setbacks and problems.
11. Acting as an objective sounding board. Coaches can and do act as a sounding board in many different ways. They are people whom the business can bounce ideas off, test new propositions, and even just vent when they experience a lot of frustration. Letting off steam to staff and customers is never appropriate.
12. Holding the business and individuals within the business accountable for actions and goal achievement. While coaching is a supportive endeavour, it is also about challenging the business to become the best that it can be, and that means demanding a lot from the business.

Coaching is about helping people do things better. If you are a sports coach, then you help someone practicing that sport to get better at it. And often there is an end goal in mind, be it achieving a certain level of proficiency, achieving a certain place in the rankings, or winning a tournament. Almost all sports stars, and especially those at elite level make use of coaches. You in fact cannot reach the top without one. The same thinking applies in business. If you want to play at the top of your game and be at the top in your industry and markets, then you need a coach. You need someone who will take you to a place where you cannot go on your own.