

By Helen Tsotsos, ACPC

The Coach As Entrepreneur

Coaches must be ready, willing and able to do what it takes to make their dream of success a reality.

As a coach you are in the business of supporting, motivating and championing your clients. Using a wide repertoire of skills, tools and techniques, you transform people's lives. You are part of the entrepreneurial revolution and you're ready to change the world. Are you willing to change with it? Your very livelihood depends upon how you view yourself; creating a viable and profitable business hinges on this.

In his revolutionary book about small business practices, *The E-Myth* (HarperCollins), Michael Gerber, California-based coach and motivator states that for every million businesses started in the U.S. each year, 40 percent of those will fail in the first twelve months. And as if that weren't daunting enough, 800,000 will have failed in the first five years. He says that everyone who goes into business is actually three-people-in-one: an entrepreneur, a manager and a technician. The entrepreneur is the visionary and thrives on change. The manager is the planner and maintains status quo. The technician is the doer and is happiest when he is working. The challenge is to have them live harmoniously within.

So what needs to happen in order to ensure that you not only survive,



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but also thrive? The answer is to think and act like an entrepreneur and be ready, willing and able to do what it takes to make your dream of success a reality.

At the core of the entrepreneurial process is the entrepreneur. This individual is committed and disciplined. As a coach, it is imperative to understand and connect with the entrepreneurial mindset and spirit to develop a healthy, sustainable practice. This is less about selling and having the right business accou-

trements and more about having the right attitude and approach. Entrepreneurs are self-starters. They have drive and ambition. They are committed and disciplined when it comes to getting what they want. How can you get some of this too?

It's important here to focus on the unique, the one and only you. Your business is an obvious reflection of this. For example, if you are constantly embroiled in chaos and disorganization, your business will reflect that. If you are motivated by