



## Put Me in Coach (or Consultant)!

Picture this: Your firm is having the best year ever. You're fully staffed. Referral business is good. You walk into your office and the team greets you with smiles and an enthusiastic "Good morning, boss!"

Everything seems to be running smoothly.

You start digging into your email and find one with this subject line: "What is the delay?" Then another email a few lines down reads: "Cancel our agreement." The sad news is that you see these subject lines all too often.

You know your firm isn't delivering the timely, quality service that clients demand today. No matter what you do (work more hours, revise systems, or change bonus plans), the problem continues to get worse and it's starting to reflect in your online reviews. You realize you must get in front of this issue sooner rather than later.

### You Know You Need Help, but Where Do You Begin?

Do you contract with a business coach or hire a business consultant? And what's the difference between them? Many small business owners have spent a great deal of time and money by choosing incorrectly.

To save you time, frustration, and expenses, we'll help determine the differences between a consulting relationship and a coaching relationship.

- A coach is *individual-focused* and teaches their clients how to solve specific problems, concerns, or issues.
- A consultant is *problem-focused* and solves problems for their clients with recommendations.
- In a coaching relationship, the financial professional is regarded as the expert. The coach *guides* the financial professional to help solve their problems or obtain a specific outcome.
- In a consulting relationship, the consultant is regarded as the expert who will provide the *recommendations* to solve the problem or obtain a specific outcome.
- However, both provide accountability, which is key to successful implementation.



The following list and table provide a more comprehensive comparison of coaches versus consultants.

### Regardless of which path is correct for you, before choosing an option, you need to:

1. Have a general idea of the problem(s) you're trying to solve to improve your business.
2. Be self-aware and understand which type of relationship fits your style better.
3. Contact [Surge Business Consulting](http://www.surgebc.com) online (or email [info@surgebc.com](mailto:info@surgebc.com)), and we can assist you in making these critical decisions. We have access to a full suite of coaching and consulting options for our financial professionals affiliated with Financial Independence Group.

# Do You Need a Business Consultant or a Business Coach?

<i>Consultant</i>	<i>Coach</i>
In most circumstances, there's one primary client. However, the consultant will usually work with more than the primary client, such as the financial professional's team.	The coach works on an individual basis with the financial professional.
The consultant is regarded as the expert who will solve problems to obtain a specific result or outcome.	The financial professional is regarded as the expert. The coach enables the financial professional to solve their problems and change things to achieve their targeted result or outcome.
Focuses on a problem or set of problems.	Focuses on the financial professional by building on their strengths and developing the skills they already have.
Brings technical expertise to advise on solutions.	Brings relationship expertise to support the financial professional's solutions.
Usually doesn't get involved in behavioral shift efforts.	Focuses on individual and interpersonal dynamics to support behavioral change.
Gathers information and provides advice to solve a problem or problems.	Facilitates the growth of the financial professional, thereby facilitating firm development.
Finite. The relationship has an end date or timeline.	The process takes place over a specific number of months, and the relationship may be renewed to achieve long-term results.
<i>Advises</i> or shows the client "how to do it."	<i>Teaches</i> the client "how to do it."
Works to diagnose a problem or problems.	Works with the client to self-diagnose problems.
Provides accountability, which is critical to success.	Provides accountability, which is critical to success.

## Final Thought

Not all consulting and coaching relationships are as clearly defined as this chart. In some cases, you may find relationships that overlap each other. Reach out to us today for assistance in determining which solution fits you best.

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