



Towards sound entrepreneurship in Rwanda



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Three things you can do to benefit from BPN's new Coaching Program

Every athlete and every top performer use a coach to bring out their best. Coaching is popular in sports, where the coach's role is to recruit players, put them through the drills, prepare the game plan, shout instructions from the sidelines, and keep everyone motivated.

You may be surprised that the word "coaching" literally means to help someone improve. Coaching service offers have grown exponentially in the last decade, with a trend of integrating such services in all the fields of our lives.

There are a lot of definitions regarding coaching services, but all forms of coaching services seem to have one thing in common: that people are using it to help others move forward or create change.

At the end of the day, coaching refers to helping the individual to improve performance towards reaching the desired results and goals. In the business context, the coach's role is to challenge your thinking, your goals and your willingness to grow.

At BPN we define business coaching as the unlocking of your entrepreneurship potential, via a set of coaching interventions, ranging from intense face-to-face coaching sessions to distance (phone calls) coaching.

Our objective is for you to maximize your own performance. This is a new coaching model, whereby every entrepreneur with a coaching contract get an assigned personal coach to help in their business journey. We strive to facilitate your learning, stimulate growth and assist you to achieve the full potential of your business.

One of the benefits of BPN coaching services is to have a reliable **accountability partner**. Isn't it strange how easy it is to break the promises we make to ourselves, but less so when we involve other people?

The BPN coach serves as your accountability partner who challenges you to strategize and develop your goals while aligning your efforts toward achieving them. However, you remain fully responsible for your own growth.

To illustrate this idea, **a sports coach would NEVER jump into the game and start playing alongside the players**. Thus, do not expect the coach to take decisions regarding your business. You are still in charge!

Therefore, this question has its importance: How should you benefit most from the business coaching services.

Here are three things you can do:

1. Secure a level of trust with your coach.

Early on, get personal. Tell your coach about who you are, including your likes, dislikes, hobbies and work experience. People work together better when they feel comfortable enough to articulate questions and concerns. What your coach learns about you will help him determine which strategies and action steps are the most likely to help you become successful. **Be open-minded.** No one has all the answers. Your coach is there to work with you.



2. Stay consistent.

Schedule calls as needed. Some entrepreneurs go too long without scheduling a call because they don't want to bother their coach. That's the wrong way of looking at it! Your coach wants to stay on top of your progress. Check in frequently, whether it's to review projects, discuss an update or ask a question. Pick up the phone if the subject matter has weight.

3. Make the focus of your progress a top priority.

From each coaching session, get in the habit of recapping what you've learned via action steps. What are you going to do next? Document it. Share your intentions with your coach. You won't forget what's expected of you next. Actively work toward accomplishing assigned tasks each week. Look for ways to get the work done, not for excuses as to why you couldn't.

One last word: Nothing happens overnight. At the same time, you need to maintain a sense of urgency. Accept the process for what it is, that it might take longer than you want. There's no point in letting forces out of your control frustrate you. So be patient. But do everything in your power that you can. It's a balancing act.

If you follow these steps, you'll get the most out of working with your BPN coach.



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