



Abstract for the 12th INSME Annual Meeting Session III

Putting People First – Smart SMEs matching Trends and Talents in the “Fast-forward Society”

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Business Coaching for SMEs

SMEs, or small to medium enterprises, are the lifeblood of almost every economy, and usually contribute well over half the total of all business revenues within national gross domestic product (GDP). Most know what they are doing. But a good proportion keep doing the same thing over and over, failing to innovate and eventually losing to competition.

Entrepreneurs go into business thinking that they are going to fly but the reality is that running a business is really challenging, harder than any of us ever expect it to be. Whether a business is growing quickly or seems to have got stuck, every entrepreneur meets challenges and sometimes it's hard know who to turn to for advice. That's why having a good coach can help. The first thing they do is to really listen to you. They don't judge you, they just find out what's happening and what you want your business to achieve. Then they help you find a way to make your business fly. How? Is what the presentation will focus on, hoping to show the value of having or using coaches to support entrepreneurs.

The presentation will address the following topics:

1. How coaches can help SME's understand their context.
2. How to help to establish and accelerate the growth of start-up companies
3. How coaches can help to empower SME's to manage and lead their business.
4. How coaches can help SME's to scale up and expand business.

We need to build a community of coaches for the coaching scheme to be successful, a learning community of coaches should be established with the view of continuously improving the coaching services provided to SMEs.