

Entrepreneur COACHING

1 KNOWLEDGE

Specific information delivered in “bite-sized” pieces to ensure understanding and internalization.

2 APPLICATION

Opportunities to apply acquired knowledge in real world situations applied step by step.

3 ACCOUNTABILITY

The key to implementation. Accountability helps reinforce personal responsibility for achievement. When performance is measured and reported, performance increases.

4 MOTIVATION

Assurance that the acquired knowledge works, encouragement to continue, celebration of achievement, and the necessary confidence to do more.

5 TIME

Each of the above factors distributed and repeated over time leads to behavioral change. People need time to change, to try new skills, and to make the changes they experience a permanent part of their lives.

