



## How the INCITE Action Plan Coaching Process Adds Value

GOLDBERG The Business Advisors adds value with:

### **Perspective**

We provide fresh and different ways of looking at a situation

### **Validation**

We validate via encouragement and acknowledgement

### **Message**

We share knowledge, opinions, wisdom and expertise

### **Energy**

We provide energy and support

### **Solutions**

We help develop solutions to problems and issues

### **Plan**

We co-develop a plan of action with the client

### **Structure**

We provide support and a structure for the client without being too loose or too strict

### **Resource**

We suggest/refer clients to experts, books, tools, assessments and other resources

### **Options**

We explore and expand the number of options the client can pursue

### **Training**

We train clients in business skills

### **Advice**

We provide advice via recommendations and suggestions

### **Strategy**

We develop or co-develop viable business strategies

### **Feedback**

We offer feedback, observations, insights, ideas and opinions

### **Challenge**

We provide clients with a challenge to stretch or change