



What is Business Turnaround Coaching?

I have yet to find an exact definition of business turnaround coaching. It is always a useful exercise to bring up the Google search screen and type in the words “business turnaround coaching” to see what comes back.

The usual response, if you follow the links, is a plethora of opinions about what business turnaround coaching really is. If you read enough of these, you will get the *general* idea, and I can assure you the idea is very *general* (excuse the pun).

Currently, Wikipedia.org does not have an entry for “business turnaround coaching,” but they do list the following for “business coaching”:

“Coaching refers to the activity of a coach in developing the abilities of a coachee.” – Wikipedia

It doesn’t get much more general than that. If you perform the above exercise, searching the Internet for definitions, you will likely conclude that coaching is a very generic activity and each coach varies in their opinion on how best to perform this activity we call coaching.

That being said, I think it is important to outline what I believe coaching—and *business turnaround coaching* in particular—involves.

A business turnaround coach is someone who will ask you difficult questions and facilitate conversations that produce good opportunities to achieve great communication and new possibilities.

Business turnaround coaches work with their clients to define exactly what goals a client desires to achieve, what obstacles are blocking the path to achieving those goals, and how to address each of these obstacles to get the client closer to the goals they desire to attain.

Business turnaround coaching is not business *consulting* per se, although these two activities are related, and as such the activity of business turnaround coaching is not strictly involved with inspecting the current problems of a business, cobbling together a unique solution in a documented report or presentation, and then leaving the business owner to implement this solution on their own.

To be effective, a business turnaround coach will make long term commitments to the primary leaders of a company. Yes, coaching is related to consulting, but coaching is more general and not so focused on particular problems or issues. With coaching, solving problems—as an explicit activity—takes second priority to redefining the company’s future and taking actions to breaking away from those activities of the past.

Business turnaround coaching is not focused on just one key individual in the organization, the president or CEO, for example—an activity that some people call “executive coaching.” Instead, business turnaround coaching takes into consideration and addresses the broader goals and needs of the organization.