

Small Business Coaching

Small Business Coaching supports owners and founders to build capability, stabilise performance and grow with clarity during the early years of business. Many small businesses are built by technically skilled people who excel at what they do but have never been taught how to run a business. This program provides practical tools, structure and advisory support so owners can work on the business rather than being consumed by it. The goal is to reduce pressure, increase profitability and support long term sustainability.

Key Details

DURATION: Monthly individual coaching delivered across a twelve-month cycle.

DELIVERY: Online, In-Person or Hybrid

INCLUSIONS:

- One individual strategy session
- Individual diagnostic analysis with DiSC profiling
- Three group workshops
- Eight one-on-one coaching sessions
- Ongoing access to a dedicated coaching portal where you and your coach track personalised goals, action items, and ongoing accountability

Overview

Small Business Coaching partners a business owner with an advisor who focuses on strengthening the business itself and the capability of the people leading it. The program centres around:

BUSINESS NEEDS AND MOMENTUM

Early stage businesses often come to us with an urgent pain point or capacity strain. We help stabilise immediate challenges, restore control and create space to make better decisions.

BUSINESS FUNCTION UPSKILLING

Many founders know their craft but feel uncertain in finance, HR, marketing, sales or operational structure. We build commercial capability and teach leaders how business functions work and how to use them.

PERSONAL LEADERSHIP AND CAPACITY

We help business owners develop leadership behaviours that support growth including delegation, communication, planning, people decisions and personal bandwidth. The aim is confidence, not survival.

Our Process

1. INDIVIDUAL STRATEGY SESSION

We start with a one-on-one strategy session to understand your current position, clarify what you want your business to look like, and identify the key pressure points holding you back.

2. GROUP WORKSHOPS

Throughout the year you will complete three group workshops with other small business owners.

3. ONE-ON-ONE COACHING

You'll receive eight individual (60min) coaching sessions to turn the strategy into action. We support you to stay accountable, solve challenges as they arise, and build the habits, systems and decision-making that drive sustainable growth.

4. ACTION PLAN AND PROGRESS TRACKING

Across the program, you have ongoing access to our dedicated coaching portal. We map the route to your goals with clear next steps and practical tools, checking progress regularly and adjusting priorities.

Program Structure Example

A typical twelve-month program for a small business owner may look like:



QUARTER 1

Strategy and Foundations

We begin with an individual strategy session to clarify your current position, define your desired future state, and agree on the priorities that will make the biggest impact. This quarter also includes a business diagnostic and DISC Insight to strengthen self awareness, communication, and leadership as the business grows.

Two one-on-one coaching sessions then translate the strategy into a clear action plan and build momentum early.

QUARTER 2

Sales and Marketing

This quarter focuses on strengthening how you attract, convert, and retain customers. The Sales and Marketing workshop helps you sharpen your message, clarify your offer, and improve lead generation and sales activity.

Two one-on-one coaching sessions support you to apply what matters most to your business, remove roadblocks, and stay accountable to consistent execution.

QUARTER 3

Human Resources

As your business expands, people decisions become more frequent and more important. The Human Resources workshop covers the foundations of hiring, role clarity, expectations, performance, and team structure so you can build a team with confidence.

Two one-on-one coaching sessions help you implement improvements, handle challenges as they arise, and lead with clarity.

QUARTER 4

Business Information Systems

This quarter is about creating visibility and control through better systems, tracking, and decision rhythms. The Business Information Systems workshop focuses on the tools and reporting that help you understand what is happening in the business and make informed decisions faster.

Two one-on-one coaching sessions support you to embed the right systems, review performance, and set the business up for the next stage of growth.

Ready to take the next step?

Let's talk about how our Small Business Coaching can support your organisation and its people. Contact us to arrange an initial conversation and explore the right approach for your context:

02 9197 8699 | info@epiphanytraining.com.au

