

Pop sba – life coach



We are committed to leading our clients to express themselves and establishing an interactive relationship between coach and client. We envision a world of limitless love and total peace where people live life at a higher level of consciousness. " Location: We will be located on St. Mary's Street (east of New Thriving Restaurant), St. John's Antigua. Three reasons to justify location: 1. Accessibility to clients: the business is in a central spot in St. John's which is easily accessible by public transportation from all points on the island 2.

Convenience to the clients: easy parking - parking space is available at several areas which are in close proximity to the business 3. Closeness to market: St. John's is a highly commercialized area so it is likely that within this locale there will be a significant number of persons who might encounter personal stress arising in the work place because of heavy work responsibility and workload, strained family relationships with teenage children, emotional stress caused by financial problems or post traumatic disorders after an unhappy event like an accident, death in the family or chronic illness.

The placement of the business will attract this bracket of clients who is in need of the support services offered. The type of labour required in Roberts' Life coaching is a combination of Skilled, Semi-skilled and Skilled Services. There will be 6 people besides myself employed in this business so that it can function optimally. Skilled Two Psychotherapists who will assist the Coach by interviewing the clients, determining level of coaching needed, setting up appointment dates and writing up contract forms. One Marketer in

charge of marketing the business so that we can receive a consistent clientele

Semi-Skilled One Personal Assistant to assist psychotherapists on personal needs and errands and to assist the secretary by banking. One Receptionist/Secretary with the responsibility to answer calls, take messages, assist in filing, writing receipts and maintaining records including financial. Un-Skilled One Janitor/cleaner responsible for opening and closing the business and for providing a clean working environment. * The Skilled services labour is necessary since it involves the tailoring of the service offered to suit the needs of the client.

The client, along with the coach defines the services needed and the specialized skills and training possessed by the Coach and the Psychotherapists enable them to render the service. It also assists the business in its efficiency when this type of labour is employed. Roberts' Life Coaching obtained its capital as follows: Fixed capital: According to Abiraj, BMC (1985), Fixed Capital refers to any kind of real or physical capital that is not used up in coaching services rendered. These items stay in the business for permanent use.

Some examples in this business include the land, the building, vehicle, computer, filing cabinet, books and videos. The capital is sourced through a long term loan from the Community First Credit Union and investment of own money by the partners. Working capital: Abiraj, BMC (1985) suggests that working Capital refers to the amount of day to day operating liquidity available to a business. This business is a Quaternary/Service Production so there exists no raw materials which change in the course of production.

Some uses of working capital in this business include insurance, license, pre-paid cell phone top up, utility bills, receipt book, on-going investment in improvement and personal development. The working capital is sourced through increased profits, plough backs, that is, reinvestment of profits into the business, and over-draft. As this business is a life coaching business, the life coach has the role of being professional and to honour the best coach-client relationship. A good life coach listens and supports the client in a positive way to arrive to a successful outcome.

The life coach should always be supportive, motivational, passionate, inspiring, encouraging, nurturing, holistic, respectful, and genuinely caring. An entrepreneur has the role of conceptualizing or coming up with business ideas, plan how the business is to be run, access funds for the business, organize and operate the business, he holds the vision and intelligence for making that business run successfully and he has to evaluate the performance of the business and its employees to ensure that things are going well.

Three functions of the entrepreneur of Roberts' Life Coaching: 1. Planning: The Life Coach must be able to define goals and have a step by step plan as to how these goals will be achieved, that is, bring into the physical the idea that was conceived and to launch the project successfully. In the planning the life coach will ensure that the psychotherapists interviews the client, completes assessment and session preparation forms. The information gathered from these forms will direct my coaching sessions and ensure that my clients step closer to achieving their desired results. . Organizing: A common factor in business is risk and it is the role of the entrepreneur to

know how to go about maneuvering these risks and letting all employees understand the importance of planning and organizing in their individual job so that they can achieve the goals of the business. Also, as the entrepreneur, my partner and I should get out and network the business to attract clients and find ways to become a role model for our clients. 3.

Evaluating Performance: The entrepreneur needs to make sure that the business is running according to the mission statement; that the employees are functioning ethically and the customers are satisfied. Achieving results for the client is the ultimate goal and how Roberts Life Coaching goes about it will determine the business' success. We must review our coaching practices and beliefs, and be aware of how personal changes may affect how we coach. .

Type of production The type of production carried out is a Quaternary/Service Production Description of type of production: This type of production is intangible and provide services instead of goods to people. In this case, the business offers services in the form of support, help and coaching to individuals. It is necessary that constant in-service training is done so that the skills are always up to date Levels of Production Level: The Domestic Level of Production

Roberts' Life Coaching falls under the domestic level of production because we will employ only locals and everything needed will be obtained from this country, no exports Description of level: In referring to this business, the domestic level of production pertains to capital and service that are produced locally, using the human resource skills, to create value. Quality control measures business should adhere to Certification: Life Coaching

Certification from International Coach Federation (ICF) which in fact, does not train coaches and is not affiliated with a school, but is just considered the gold standard of Life Coach Certificates.

Roberts' Life Coaching will hire Certified psychotherapists who are trained in the art of life coaching and psychology and are confidential. By acquiring certification and the clients are aware of this we have the benefit of attracting and keeping clients who confide in us as service providers. Customer Views: A Customer Suggestion Box will be placed in the waiting room for clients waiting so that they can communicate their thoughts about the business and its services, and whatever suggestion they can make to make to enhance the services offered at Roberts' Life Coaching.

With this measure, we can assess our business and make necessary adjustments as we continue to create value for the comfort, satisfaction and loyalty of customers. Types of technology used: Computer (internet) and Mobile Devices (BlackBerry Smartphone, iPad), CD player, television, DVD player, Video camera Significance of Technology: For the efficient functioning of Roberts' Life Coaching, the internet is used to interact with life coaches from around the world and share ideas for mutual benefits.

Also, to have the entrepreneur and the psychotherapists stay up to date with the current trends in coaching and counselling and to conduct webinars with clients. The BlackBerry Smartphone functions as a personal digital assistant and is primarily known for its ability to send and receive e-mails wherever mobile network service coverage or Wi-Fi connectivity is present, from the palm of your hand. It helps in the business with its internet abilities to send certain information to the business partnership with ease and in the blink of

an eye, and also with its assistant ability to remind partners of business meetings or client appointments.

Also, since there are some clients that will feel uncomfortable talking about their feelings aloud they can text their feelings to the coach using any type of phone, iPod, iPad. Of course all communication will be deleted from the electronic memory in the presence of the client. The CD player will be used to play classical and soothing music in the background during sessions, to provide a pleasing ambience making the client feel eased and relaxed thus making the session run smoothly. According to Abiraj, BMC (1985 : 207-209) a linkage industry is one that is linked or closely connected with another.

There are two types of linkages, the forward which occurs when the products of one industry is used as the raw materials or services another; and the backward which occurs when an industry is established because it obtains its raw materials or services from an already established industry. Some linkages of Roberts Life Coaching are: Forward Linkage. It will link with corporate businesses such as Success Concepts International. Success Concepts offers life-changing seminars and workshops. I will make presentations at these seminars and workshops at banks, and other businesses.

Since many students are not quite sure of what career path to take and many students do not know how to study, I will also link with high schools and colleges such as the Antigua and Barbuda Seventh-day Adventist School and the Antigua State College to provide academic coaching and guidance in making career decisions. Backward Linkage Antigua Public Utilities Authority (APUA) will provide electricity and water for the day to day operation. LIME

Antigua will provide Internet services and the black berry cell phone and services associated with the phone.

The computer, CD player, ipad and ipod will be supplied by (Antigua Computer Technology) ACT. Furniture for the business will be provided by Town House Mega Store and Youtube will provide the relaxing music. Benefit of linkage: Positive support and feedback through large scale organizational work will be offered to the business in order to help them recognize ways in which they can improve the effectiveness of their business and free talks at school and college assemblies will be held.

While doing this clientele including one-on-one, group coaching sessions for Roberts' Life Coaching such as executive coaching, corporate coaching, leadership coaching, academic coaching and career guidance can be created. There is a fixed or ready market in the corporate world and there are always new students at schools and colleges. As this business progresses it has potential for growth both internally and externally. Internal Growth: Eventually after Roberts' Life Coaching becomes more financially sustainable, an accountant can be hired to manage the finances and keep the books.

Furthermore, therapeutic retreats may be facilitated for personal empowerment purposes one day or weekend a month; and the introduction of a television talk show to create awareness of services offered by Roberts' Life Coaching and to provide value for the general populace. External Growth: In an effort to expand, Roberts' Life Coaching will collaborate with Success Concepts International to conduct academic coaching and Life-changing seminars and workshops. This alliance between Success Concepts

International and Roberts' Life coaching is likely to facilitate the effective working relationships between both entities.

As Roberts' Life Coaching commences there are government regulations in which we ought to adhere to, which, if not followed, law suits and business shut down can be placed on the business. These include: Intellectual Property Rights protects against piracy. Business name and all forms/document must be registered with the Antigua and Barbuda Intellectual Property & Commerce Office (ABIPCO), Business License and Registration ID (the Profession Licensing Act. NO. 3 of 1982) Roberts' Life Coaching will ensure that the certificate issued by Inland Revenue is displayed so that everyone who enters the business will have no doubt of the legality of the company's operation. Employ legal immigrants - When and if immigrants are employed Roberts' Life Coaching will ensure that they possess a valid working permit so that threats to the business survival will be minimized. Taxes give the business the opportunity to contribute to GDP of the country. * Antigua and Barbuda Sales Tax (ABST) must be paid on time (No. 5 of 2006. The Antigua and Barbuda Sales Tax Act, 2006) Income Tax: Return income tax of amount over \$3000. 00 according to the (No. 2 of 2005. ANTIGUA AND BARBUDA The Income Tax (Amendment) Act, 2005). Confidentiality - in this type of business it is necessary that there is a signed agreement between client and consultant that everything stated and/or confessed in any of the 45-60 minute sessions must stay confined in that conversation and not released to anyone outside of the conversation. Upon holding this confidentiality code the business will be recommended by its

clients to friends and/or family therefore causing Roberts' Life Coaching's clientel to expand.

Discrimination - everyone that comes to receive coaching is accepted for whom he/she is regardless of sex, sexuality, race, religion, age Service Quality - if the service given by all employees of the business is unacceptable to clients it will cause a significant downfall on the progression of the business. Transparency: Stick to the mission statement aims and core values. Only promise what the business really can deliver so that clients will never be disappointed. A disappointed client means loss on a testimonial and countless recommendations.

When Roberts' Life Coaching delivers on its promises and fulfills its coaching obligations, each happy client has the potential to increase the business and reputation tenfold. Roberts Life Coaching whose mission is to facilitate life at its best is a partnership business which offers coaching and counseling services. Working on this project has given me insights into planning, organizing and implementing my life coaching business in the future. It is my hope that this project can serve as a guide to persons wishing to be an entrepreneur in life coaching.

Completing this SBA was not free of challenges but was very informative and clarifying. One challenging area was the linkages and the section on government regulations was one of the informative areas. I discovered that Antigua had an Intellectual Property & Commerce Office. My research has opened my eyes to the career of life coaching, one that I intend to live by. Abiraj, BMC. Principles of Business for CXC, Fifth Edition. United Kingdom: Hodder Murray, 1985. September, 21, 2011 " Certification Explained. "

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