



Coaching for small businesses

Grow your company one step at a time

Entrepreneurs wear many different hats—when you're not handling the business finances, you could be handling anything from employee satisfaction to sales and marketing. It's normal to wonder if you're managing everything as well as you could.

As the bank for Canadian entrepreneurs, BDC has the smarts to accompany your growing business by combining financing with practical advice so you can achieve your ambitions efficiently and profitably.

Benefit from BDC's unique approach to advisory services

With any of our coaching for small business solutions, you'll be an active participant in the project – learning how to “do it yourself” over the course of three months. Your business coach will guide you through our 3-step methodology so you can:

- 1 Discover** new insight into your business and identify priorities for action
- 2 Develop** your skills and knowledge while using practical tools to address your priorities
- 3 Deliver** a plan to maintain momentum and continue enhancing your capabilities

Our suite of solutions for small business

Selling Online

Take your business online by preparing to launch your virtual storefront, while also learning how to manage a profitable e-commerce business.

Financial Management

Establish an effective financial management system with measurable objectives, so you can manage your business performance with confidence.

Leadership and Management

Apply new leadership and management methods to a specific business challenge or opportunity, creating change in your business that can help shape its future.

Sales and Marketing

Identify key sales and marketing channels, as well as activities, to increase your company's visibility and growth.

Strategic Planning

Understand your current market situation, articulate your vision and lay a strategic foundation for your business.

Operational Efficiency

Apply best practices and tactics to detect and solve operational problems quickly, leading to reduced costs and higher profits.

Coaching solutions for small businesses

BDC's series of coaching solutions for small businesses offers practical advice to help you understand and manage all the different functions of your organization with confidence. Our advisory services equip you with the knowledge and know-how to manage your company more efficiently and sustainably, one solution at a time. You'll gain new insight into your business and build the framework to practice what you've learned long-term.

Are BDC's coaching solutions for small businesses right for you?

The answer is "yes!" if you need to:

- Manage your company more efficiently
- Gain new insight into your business
- Learn how to do it yourself
- Acquire practical advice and tools
- Increase sales and sustain growth



For more information,
visit [bdc.ca/businesscoaching](https://www.bdc.ca/businesscoaching)