



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

Graduate School of Business

What is Business Coaching

This seminar will give you insight into the world of Business Coaching. No matter what field you're in, the principles of coaching are the same. Business coaching can be compared with sports coaching; in as much as a coach pushes an athlete to achieve optimum performance. In business, a business coach does the same.

ActionCOACH is for business owners looking to maximise their potential. As the world of business moves faster and gets more competitive it is difficult to keep up - a business coach will provide the necessary support and assistance to help business owners thrive for the success of the company.

ActionCOACH focuses on five key areas:

- Sales
- Marketing and Advertising
- Team Building and Recruitment
- Systems and Business Development
- Customer Service

The emphasis on each area depends on the client's needs, the type of business, and the client's goals.

Date: Thurs, 20 October 2011
Time: 17h30 (1 hour, 15min)
Cost: R120.00
Venue: UKZN, GSB - Westville Campus
RSVP: Ms Debbie Chasomeris
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Patrick Greenaway started out with The Coca-Cola Company and after almost 15 years of international service in multiple countries he made the transition to being in business for himself.

In demand as a public speaker he has addressed a variety of audiences as guest speaker. His versatility gives him easy access to business men and women, students, learners and sports men and women. He is interesting, invigorating and motivating.

Being a business owner, his biggest achievements have been growing and promoting his team and thereby growing the company consistently each year.

He was the first ActionCOACH business coach operating in KwaZulu-Natal and has been instrumental in helping a multitude of clients increase their business profits and live better lifestyles.

Patrick is all about helping you get clarity on your goals, both personal and business.