

While the holiday season was the time for giving, giving never ends. So, how about a New Year's resolution to continue to give - to those we love and to those in need. We've been asked by members of The Peer Alliance for an opportunity to mentor others, and we think we've found an answer.

This past fall, Paul participated in a coaching/mentoring program designed at helping inner city business owners further their plans to achieve much needed financing. He did so not only to help a couple of entrepreneurs, but to "try it out" in the hopes we could spread the word for the value this brings not only to the recipient, but to the giver as well.

Please check out the article below for further information.

INNER CITY CAPITAL CONNECTIONS (ICCC)

Coaching/Mentoring: A Critical Component of Success

Coaches play a critical role in helping participating entrepreneurs prepare to pitch their business to a capital provider at the ICCC National Conference, the program's culminating event. The CEOs will seek advice from their coaches related to strategy, operations, finance, human capital, branding, marketing and sales. ICIC can pair coaches with CEOs to ensure that each coach's expertise meets an entrepreneur's needs.

Coaches attend an hour-long virtual orientation during which they are introduced to the program and the role of the coach. Coaches may then participate in-person in Executive Education Training Day in the following cities - Boston, Philadelphia, Chicago, Milwaukee, Miami, Los Angeles, Dallas, DC and Memphis. The dates will be determined in Jan 2017. Alternatively, they may choose to coach virtually during the month of October. The coach determines the number of coaching sessions they would like to conduct and how often. We ask to reserve one hour for coaching session minimum. Coaching is delivered one-on-one or in small groups, at ICIC's discretion:

1. Group coaching: At the executive education seminar, a coach would have the opportunity to mentor (live) 6-8 ICCC participants in a group using the ICCC Pitch worksheet for 1 hour. Coaches are trained for 30 minutes prior. Time commitment – approximately 1.5 hours.

2. Virtual coaching: A coach would have the opportunity to mentor participants via GoToMeeting. Coaches will receive the participants' company presentations a minimum of 24 hours prior to the coaching session.

How can various professionals have a positive and lasting impact on these small business owners when most of their professional work is done in a much larger corporate environment?

We have had a wealth of experience working with coaches/mentors who work or own small businesses and have found the vast majority of them, properly trained, to be an essential part of the program's success. It all boils down to how each coach can take his/her expertise and use it creatively to support, nurture and guide the individual with whom they are working.

For example, some of your colleagues are marketing specialists. Others have a highly-developed understanding of the internet and e-commerce. Still others are skilled at presenting strategic alternatives to the executive teams at your various medical centers. Each of those skill sets can provide a powerful platform for a valuable conversation with a small business owner that can help them move to a higher level of expertise and sophistication, thereby improving their business prospects as well as the likelihood of securing access to various forms of capital.

We would be profoundly grateful for your willingness to work with us to recruit your colleagues into this transformational initiative.

For more information, go to www.icic.org.