

Business Coaching for Growth (BCG) Growth Coach Job Description

Job Title:	Growth Coach (BCG Programme)
Responsible To:	BCG Account Manager
Responsible For:	Delivering intensive coaching support maximising fulfilment of growth potential to businesses participating in the BCG programme
Major Responsibilities:	<p>The Growth Coach's primary responsibility is the delivery of face-to-face coaching support to BCG participants to maximise fulfilment of their growth potential. Working one to one with individual companies the Growth Coach will:</p> <ul style="list-style-type: none"> • Review the results of the Growth Potential Assessment undertaken by the Account Manager, and then support the company's MD/Ch Exec in developing a company vision and high growth strategy, or - where such a vision and growth strategy already exists - assist the MD/Ch Exec to refine its growth vision and strategy. • Agree a coaching work plan (in conjunction with the client company's Ch Exec/MD and the Account Manager) which addresses the specific barriers to growth which are preventing the company from implementing its high growth strategy • Deliver a programme of intensive coaching to the client company's Ch Exec/MD and other staff nominated by the Ch Exec/MD to address barriers to growth, execute its high growth strategy, exploit its strengths, and enable the company to achieve its full growth potential • Working in conjunction with the Account Manager, bring in other expertise to assist the company's development as necessary • Assist the Account Manager to capture impact and outputs • Guided by the Account Manager, comply with the detailed reporting procedures and processes set out in the BCG Operations Manual
Person Specification:	<p>Key Skills:</p> <p>Coaches will require a broad range of skills which taken together will ensure their credibility with the senior managers they are coaching:</p> <ul style="list-style-type: none"> • A track record in senior management in a High Growth company • Empathy, integrity, credibility, diligence, independence and patience • A self starter accustomed to taking the initiative and challenging others • An experienced business strategist able to coach senior managers through the development of a company vision and the related strategy • A strong all round business knowledge with a deep understanding of several of the following business areas: <ul style="list-style-type: none"> - Leadership & Management - People and Team Development - Innovation and the development of an innovation culture - New Market Development (particularly export) - New Product Development - Marketing Strategy - Sales Strategy - Financial Management (and Securing Investment) - Improving Business Processes and Operational Capability - Specialist knowledge of particular sector(s)

- For Access to Finance Coaches the following additional skills:
 - Experience of fund raising and understanding of fund raising process
 - Access to accountancy skills
 - Understanding of company valuation
 - Understanding what makes a strong Business Plan and compelling pitch
- Excellent communication and inter-personal skills: capable of operating comfortably at MD/Ch Exec/Board level and of influencing business leaders and entrepreneurs

Essential Experience and Qualifications:

The following experience and qualifications are required:

- Proven track record in managing the range of business issues associated with periods of high growth, which will usually have been gained through personal experience at a senior level of leading a business through a high growth phase
- Experience of coaching senior managers in an intensive relationship through the development and implementation of a company vision and business strategy
- Ideally at least degree level business education, or degree level qualification with a Management body (e.g. MBA, Marketing, Accounting etc) plus excellent knowledge of other business disciplines
- An extensive network of contacts with expertise in a wide range of business functions