CONTENTS

IN MODULE 5:

Establishing Relationships—Peer & Coach Meetings ................................................. Page 2
Sample Coach Contract ............................................................................................... Doc M5-2
Monthly coaching survey- client ............................................................................... Doc M5-3
Monthly coaching survey- coach .............................................................................. Doc M5-4
Final survey - client.................................................................................................... Doc M5-5
Final survey - coach .................................................................................................... Doc M5-6
Interview tool – clients .............................................................................................. Doc M5-7

IN THE TOOLKIT:

MODULE 1
Welcome to the Feast! Smart Start Initiative

MODULE 2
Planning your Smart Start Initiative

MODULE 3
Launching your Smart Start Initiative

MODULE 4
Delivering executive trainings

MODULE 5
Establishing Relationships—Peer & Coach Meetings
Establishing Relationships—Peer & Coach Meetings

As small business owners operating in the food industry, these entrepreneurs wear a lot of hats. Some may have employees, while others may have a partner and divide all of the duties. The peer network meetings are a way for them to share knowledge and support each other, somewhat like an advisory committee. This dynamic might be different in smaller groups—because SMIF was already holding peer group meetings, the total number of entrepreneurs attending the peer meetings was 20, so two separate cohorts were created. Having two groups allowed for some separation of potentially-competing companies. In smaller communities this may be a difficult challenge, or could be managed by the facilitator.

The peer group facilitator served to maintain a balance in topics discussed, in speaking time, and also served to invite guest speakers to share expertise as needed.

Matching businesses with consultants to serve as coaches was an important task; some businesses may have considered seeking out a business coach but may not have known who to approach, or may have been unsure that the cost would reap sufficient benefits. For the pilot program, a collection of information was examined together for each business in order to consider who would be a beneficial consultant.

Once the coach selections were made, they had to be invited to participate. This involved a discussion about compensation and expectations. A sample coach contract is provided (Doc M5-2) for reference.

To ensure the coach-client relationship was working and monitor progress over time, a short survey was sent to both the clients (businesses) and coaches each month (Docs M5-3 and M5-4). Some months, a meeting may be missed, and the survey is skipped, but if this happens repeatedly it may signal a need to intervene.

The Final Survey for coaches and clients takes a broader look at the duration of their coaching relationship (Doc M5-5 and M5-6). To obtain qualitative data on the impacts of the program, individual interviews were conducted with each business (Doc M5-7). This provided a wonderful way to hear what worked and what could be improved.