



## Initial Business Coaching Interview Questions

Please complete the following questions to help us begin the coaching process

1. Tell me about your business
  - a. business history
  
  - b. employees
  
  - c. key business relationships
  
2. What are the businesses primary services?
  
3. What are your businesses top 3 to 5 strengths?
  
4. What are your businesses top 3 to 5 weaknesses?
  
5. How are you currently advertising your services?
  
6. Who are your primary competitors?
  
7. What is the source of your current customer base?
  
8. What do you see as your greatest business challenge (or two) over the next 6 to 12 months?