

"Security Coaching" - What It Is and What It Can Do For Your Business

Here are some questions the business owner or manager must ask and be able to answer in a positive manner before they pass on hiring a security coach to help them.

- How do I know that security coaching is right for me?
- How much do I know about security and my business?
- Do I know enough to protect my business when it deals with security issues?

First, you must understand that security coaching is no different than any other coaching, whether it's business management, sales, sports, life, dieting, or relationships. Security coaching is a relatively new concept but one that will definitely benefit small businesses, it focuses on specific security issues faced by business owners and managers. It is designed to assist the owner in seeking out what is needed in security measures to protect all of their business, reduce security liabilities and keep the business out of costly security related lawsuits.

Security coaching is somewhat of a consulting activity that happens almost 100% on-site at the client's location. It is available through in-person private sessions on an hourly, daily, weekly or monthly basis usually for a fixed term and fee.

Small Business Coaching is one of today's fastest-growing and highly respected business-to-business industries. Security coaching is a powerful way for business professionals to get the support they need to get the results they want.

Business coaching is typically tax deductible as a business expense, so should security coaching expenses; this should be discussed with your tax adviser. Business coaching is an expanding industry -- 58% of organizations say they have increased their use of coaching in the past year. Owners are now willing to pay fees ranging from \$1,500 to \$15,000 a day for business coaching services in management and sales coaching, however, security coaching is usually a less expensive route to take, ranging from \$50.00 an hour to \$900.00 a day for services..

Typically, security coaching is a powerful vehicle for those individuals wishing to protect all their business assets in their small or medium size enterprise. Our approach to business coaching is to divide our service into five specific offerings which focus on the needs of the individual being coached. Security coaching is a profession that helps business owners plan better, execute better and improve their bottom line results all the while protecting all of their business assets and reducing costly security liabilities.

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