

Targetgroup: Disadvantage founders – What is the disadvantage?

Basic elements for successful foundation::

Founder personality (controlled by profiling)

Intrinsic motivation / self motivation
Self dependent acting
Future orientated thinking
Language and technical terminology
Qualification for the planned business
Basic business knowledge
Basics of fiscal law

Company (controlled by business plan)

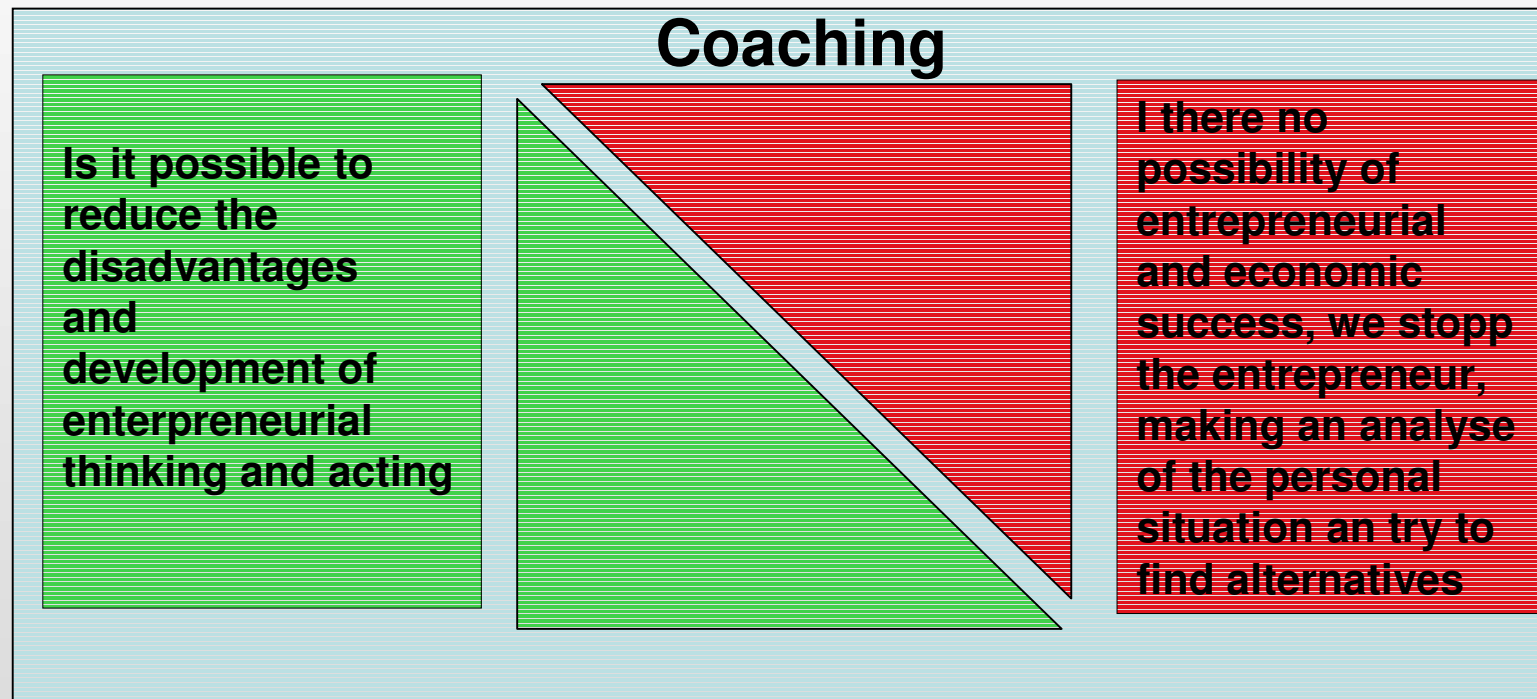
Business knowledge
Expertise
Innovation
Current knowledge of fiscal laws

Capital resources
Time resources
Human resources

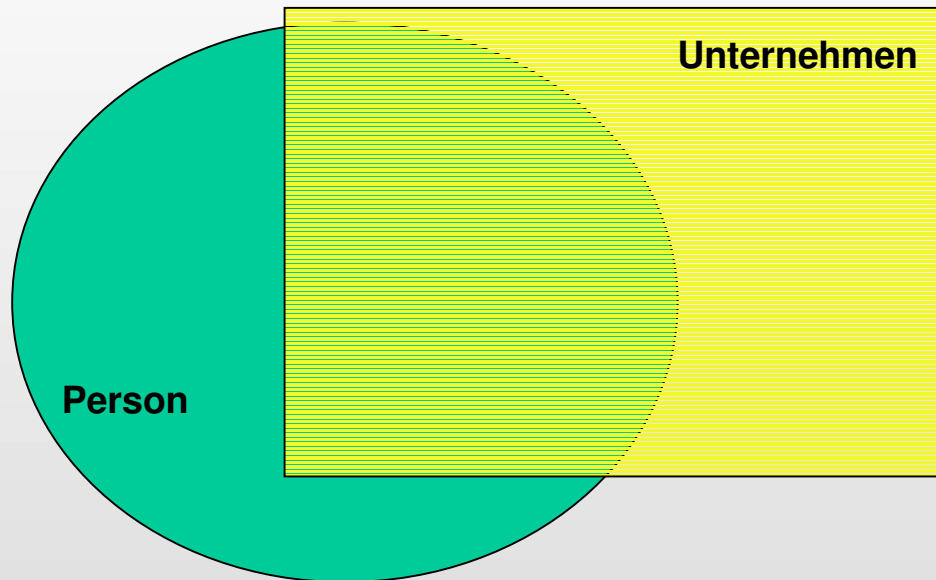
Disadvantage takes place, when more than 3 of the following points occur:

Extrinsic motivation for example money from the government
No awareness for self dependent acting
In the past future orientated acting was not necessary
Terminology and business language were not necessary
Field of work was well defined
Business knowledge was not a component of the work
Knowledge about tax law was not necessary
Salary was paid regularly and an insurance for unemployment and health care were partially paid by the company
No capital / no investors
No human resources
Business is covered by own working time only

Is the Coachingprocess useful?



Geplante Verbindung zwischen Person und Unternehmen nach Businessplan



Coaching structures & levels

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Main objectives of counselling
Economic and personal independence of entrepreneur

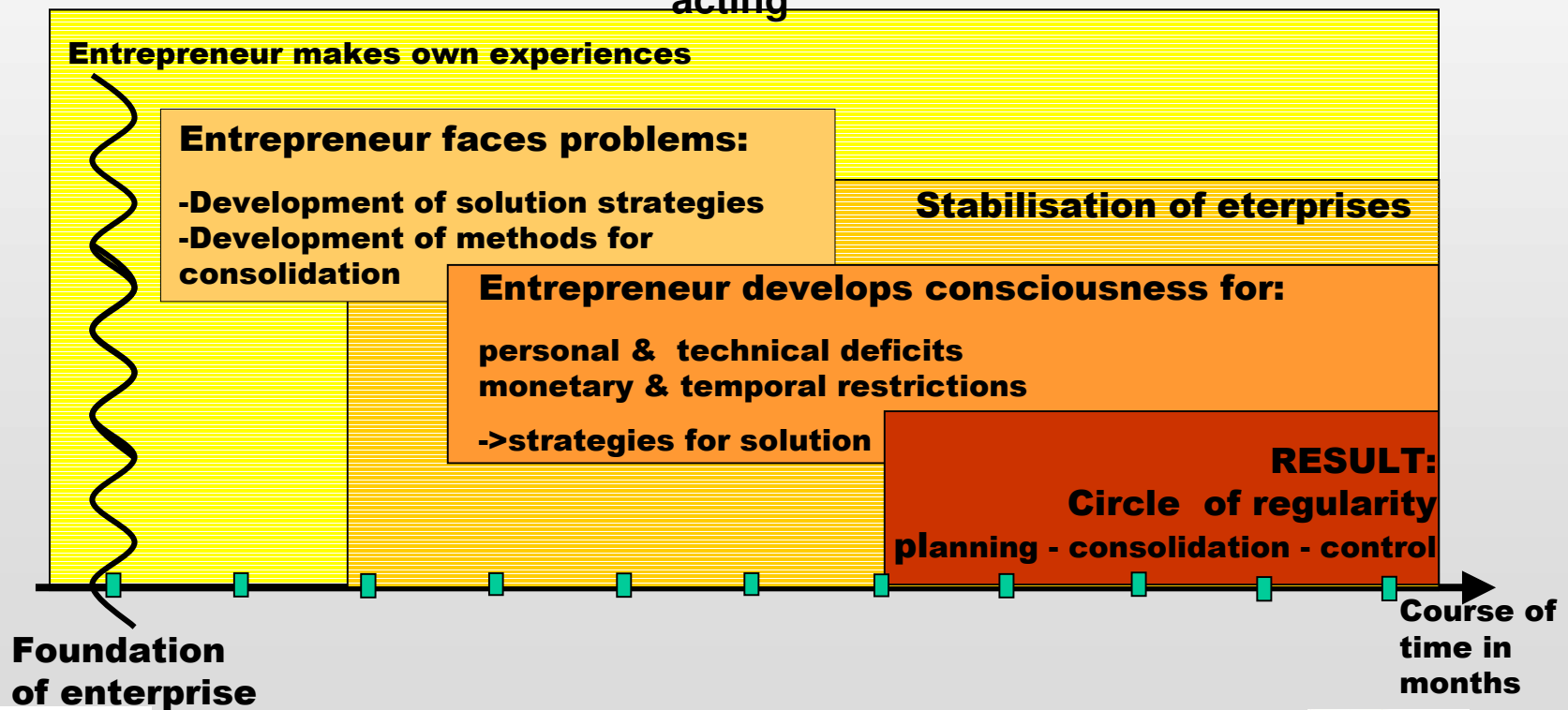
Main pillars of coaching in consolidation:
Development of entrepreneurial thinking and acting

- ➔ **minimising of structural consolidation problems**
- ➔ **solving individual problems by specific economic action**

Coaching structures & levels

Levels of personal development

Coaching aims at development of entrepreneurial thinking and acting



Coaching structures & levels

→ STRUCTURES of Coaching (Illustration of coaching process)

