

WHAT'S NEW

Mentor coaches clients through business hurdles

BY DANIEL MCCOY
Eagle correspondent

Terry Bieberly Jr. loves to coach, just not athletes. Bieberly's "players" are small business owners and his "game plan" is designed to help them work on their business instead of in it.

Bieberly is the owner of the Growth Coach, a business mentoring service and franchise system started by entrepreneur Dan Murphy 17 years ago.

For Bieberly, the chance to work for himself in a proven business while at the same time providing a needed service to his clients was too good to pass up.

"I was looking for something unique," he said. "I enjoy people, and I'm a good listener. That's usually what a coach does, is listen."

So in March, Bieberly joined more than 130 Growth Coach franchisees throughout the U.S. and Canada. In doing so, Bieberly said he faced his first major obstacle.

"The most challenging part was signing that check for the franchise fee," he said. "Sometimes reality kind of hits you in the face."

Bieberly did sign that check, and now helps small-business owners overcome obstacles.

"We help business owners face reality," he said.

In offering quarterly coaching and accountability workshops, monthly one-on-one coaching

Now you know **THE GROWTH COACH**

Owner: Terry Bieberly Jr.
Founded: March
What it does: A business coaching and mentoring service for small-business owners and entrepreneurs
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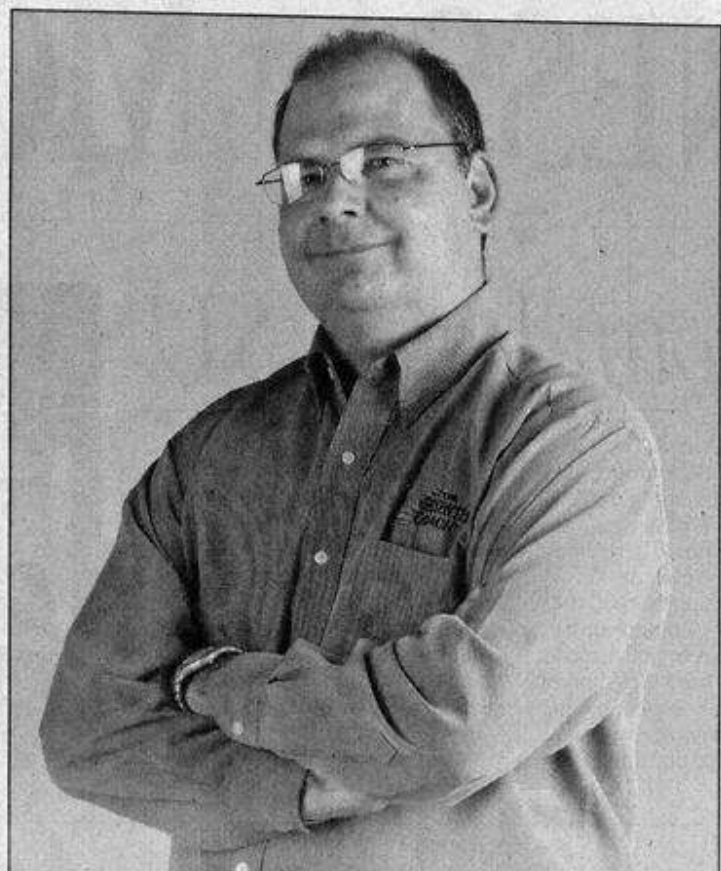
and special project assistance, Bieberly said he helps clients develop reasonable goals and strategies for achieving them.

He was quick to emphasize the commitment required by clients for a successful coaching experience.

"We're not here today and then leave tomorrow," Bieberly said. "It's really an ongoing process."

Typically, Bieberly said, the service calls for a two-year contract, but only requires clients to give up four days a year for the quarterly coaching sessions.

In addition, the Growth Coach provides a money-back guarantee on all of its coaching and mentoring services if the client isn't satis-



Jeff Tuttle/The Wichita Eagle

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fied after the first session.

Bieberly said the first session is designed to make clients look realistically at their goals regarding their business. It also forces them to address their goals for their personal lives as well.

"I think clients are surprised how this process can balance their whole life," he said.

It's all part of the Growth Coach's stated mission of helping clients "make more money, work less and enjoy more balanced lives."

Bieberly has seen the process from both sides because he is also a client.

"I've hired my own personal coach," he said. "I think it's important to follow what I tell

my clients. I practice what the program preaches."

For Bieberly, who has more than 20 years of sales experience, the Growth Coach has given him the opportunity to teach. Having earned a bachelor's degree from Kansas State University in secondary education, Bieberly said he has "come full circle."

Bieberly has made that journey largely by following the advice he now gives his clients.

"Just have an action," he said. "Make sure you're always in action."

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