



Rural Advisory Program
Regional Business Advisory Services

Rural Advisory Program – Regional Business Advisory Services

Dear Business Owner and Leader:

Welcome to our Business Advisory Program aimed at supporting local businesses and communities in their economic diversification and transition process. Congratulations on your decision to collaborate with a coach in support of your business's recovery and growth efforts.

Despite its rewards, running a business can be hard at the best of times. The recommendations from the Old Growth Strategic Review have introduced challenges and complexities that businesses weren't expecting or prepared for. While these recommendations are preliminary, what we have learned from the pandemic is that being proactive rather than reactive allows businesses to work smarter not harder. Many businesses either don't have the time or expertise to figure it all out and develop their own plan to strategically guide their future.

Our goal is to provide you with practical tools, resources and strategies to help your business with diversification or transition becoming more resilient and successful. Our aim is to support businesses who are directly or indirectly related to the Forestry sector by helping them to explore a strategic approach to addressing challenges and realizing opportunities.

Many businesses are realizing that an objective, independent coach can provide them with fresh new perspectives, improve their general business effectiveness and expand market reach. Coaching encourages highly engaged business owners and entrepreneurs to bridge the gap to recovery, and gives these leaders the opportunity to strengthen specific business, communication, leadership or managerial skills. We're with you every step of the way, supporting you in your business' progression to greater success and growth.

The International Coach Federation (www.coachfederation.org) defines coaching as:

"Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential, which is particularly important in today's uncertain and complex environment. Coaches honor the Client as the expert in his/her own life and work and believe every Client is creative, resourceful, and whole."

Standing on the foundation of this definition, our role as Advisor/Coach is to:

- Discover, clarify and align with what the Client wants to achieve;
- Elicit and support client-generated solutions and strategies;
- Assist in aligning recovery efforts with programming, grants, subsidies, and initiatives that are being offered by a myriad of providers from all levels of government and industry;
- Be a conduit, as required, to individuals who have sector/industry specific knowledge and expertise.

We are committed to providing the building blocks, direction and accountability to help your business thrive. Your commitment to taking a proactive approach is the first step to move your business forward and achieve sustainable change. We look forward to working with you!

Contact Brenda at admin@cfnanaimo.org for more information or call 250-591-7499.

Rural Advisory Program – Regional Business Advisors

PERSONAL INFORMATION

You were referred to a Regional Business Advisor by (check one):

- Lending Institution
- Word of mouth
- Social Media
- Advertising
- Community Futures
- Advertising
- Internet (key words) _____
- Referral (By Who: _____)
- Other (specify) _____

Optional – Filtering Criteria (Please check all that apply)

Note: This information is used to identify any programs that may be available to you

- Women-Owned Business
- Indigenous-Owned Business
- Tourism Business
- Youth-Owned Business (18 - 29)
- Entrepreneur with A Disability-Owned Business
- Francophone-Owned Business
- Visible Minority-Owned Business
- LGBTQ2+-Owned Business
- Business Owned by New Canadian
- Social Enterprise

APPLICANT'S INFORMATION

Applicant Name: _____

Business Name: _____

Work Telephone: _____ Cell: _____

Email: _____

Work Address: _____

City: _____ Province: _____ Postal Code: _____

Website: _____ Email: _____

Facebook Account: _____

Have you recently checked your personal credit report? Yes No

If yes, when? _____

BUSINESS INFORMATION

Is this business a start up? Yes No

Is this an existing business? Yes No

This business has been operating **full-time** since _____ (if applicable)

This business has been operating **part-time** since _____ (if applicable)

This business is a home-based business Yes No

This business has/will have a fiscal year end in the month of: _____

This business will be/is a (check one):

- Proprietorship
- Incorporation
- Non-Profit
- Partnership
- Co-op
- Social Enterprise

Have you recently checked your corporate credit report? Yes No

If yes, when? _____

This business will be/is operating in the primary sector of (check one):

- | | |
|--|---|
| <input type="checkbox"/> Forestry | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Aquaculture | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Retail (100% E-Commerce) |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Service |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Other |

Including yourself, the business currently has _____ Full-time employees _____ Part-time employees

_____ Seasonal employees _____ Casual employees

1. What are the most important business/professional goals that you have for yourself? Describe in detail the 1-3 areas that you would most like to focus on.

2. Where's the gap (challenges) between where you are and where you want to be?

3. What would you like to gain from working with a advisor/coach?

4. How willing are you to take action to achieve your desired goals? Are there any roadblocks to your success that you can readily identify?

BUSINESS ADVISORY SERVICES AGREEMENT

It is important that we have a clear understanding about our work together as Client and Advisor. Please read the agreement carefully before signing.

FEES

This program is publicly funded by the Government of British Columbia until August 31, 2024, and there are no fees for coaching services.

SESSION DATES

Session dates, times, locations and frequency will be mutually agreed upon and determined based upon the assessment of your situation.

PROCEDURE FOR SESSIONS

The Advisor is committed to each session being meaningful and productive for you. To achieve maximum value from each session, you are asked to take responsibility for creating results by following through on your commitments and applying any key learnings you may have throughout the coaching process.

Each Advisor is interested in feedback about what works or doesn't work for you. Please let them know at any time if there is a more effective way they can assist you. Likewise, they request that you also be open to feedback throughout the coaching process.

You are encouraged to keep your regularly scheduled appointments, as the results of your work together are cumulative. The best results usually happen because of your consistency and follow through.

CHANGES

Your appointment is reserved strictly for you. But we do understand that emergencies arise. If you need to reschedule your call or appointment, please give me at least a 24-hour notice. Any changes/cancellations made with less than 24 hours notice will compromise your future receipt of complimentary advisory sessions.

CHALLENGES

If an Advisor ever says or do anything that upsets you or doesn't feel right, please bring it up. We are here to support you and to support your needs.

REQUIREMENTS

Clients are required to:

- 1) Complete the Application and sign the Business Advisory Services Agreement
- 2) Complete a Pre Assessment
- 3) Complete a Post Assessment/Evaluation

DISCLAIMER AND LIABILITY

Client understands that they may receive business help, including analysis and recommendations, from the Advisor which may be in written or verbal form. They acknowledge and agree that:

- While the business help is believed to be accurate and reliable at the time it is provided, neither Community Futures Central Island nor the Advisor warrant or represent that any such business help will be accurate and reliable;
- They are aware that the business help is for supportive purposes only and is not intended to constitute a financial or legal opinion of any kind; and
- They assume the entire risk as to the quality of the business help and its accuracy and completeness.

Neither the Advisor or Community Futures Central Island shall be liable for any act or damages, direct or indirect, incidental, special or consequential arising out of my participation in the Program or receipt or use of the business help received as part of the Program, even if they have been advised of the possibility of such damages.

Please sign and return one copy of this Business Advisory Services Agreement to admin@cfnanaimo.org prior to the first scheduled advisory session.

CLIENT HAS READ AND AGREES TO THE ABOVE:

Client Name: _____

Date: _____

Signature: _____

Company: _____

RBA Name: _____

Date: _____

Signature: _____