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## Free business coaching proves an inspiration

A DAY of free business coaching sessions held by Connect last month proved so popular that members are calling out for more.

The two-hour sessions, run by leading business coaching company Sentient, helped more than 20 companies draw out and address some of the obstacles that were getting in the way of their growth.

Now, after receiving heaps of positive feedback from its members, Connect is planning to run several more sessions for companies that missed out the first time around.

Paul Varley, Managing Director of MGV Mouldings, said: "Being a SME, it is more often the case that you carry your business thoughts around in your head and very rarely let other people know about them. That's where I found Sentient of great use.

"It was like having a your very own business psychologist as they explored you and your thoughts on your business, and they set out a development plan to overcome your fears and weaknesses. I would recommend it to any other business."

Christine Lawson, Director of EDUK8 Worldwide, was equally pleased with the advice and support she received.

She said: "Sentient's observations have caused me to have a serious rethink about the way we operate in the office and as a business, and I have already started making moves to ensure that changes are made, which will make my life a lot easier!"

Gavin Parker, Project Manager at Sentient, said: "As new members of Connect, we were delighted when it was suggested that we hold coaching surgeries. The sessions were oversubscribed within hours.

"While each coaching surgery session has been distinctive, common throughout has been the innovation and creativity of each member and their shared passion to forge their own path to success.

"We are looking forward to working with Codeworks to bring more exciting programmes to support and encourage the growth of the North East's digital industries."

Connect is making arrangements with Sentient to run another day of free coaching sessions for members who want to find out how they can improve their business.

If you're interested in coming along, please call Julie Moore at Connect on 0191 211 2592 or email [julie.moore@codeworks.net](mailto:julie.moore@codeworks.net)

- [www.sentientuk.com](http://www.sentientuk.com)

