



Business
Development

How to use the Business Coaching seminars

Torgny Veibäck

Welcome to this seminar in the Business Coaching Programme. My name is Torgny Veibäck. In this seminar I will tell about our intentions behind the seminars and give you some tips about how to make use the seminars.

Who are we producing this seminar series

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Development



Torgny Veibäck

- Management Consultant
- Businessman
- Researcher in Work Environment
- MSc in Engineering, Education, Ergonomics, Logistics



Bengt Åkesson

- Pastor
- Consultant and coach, Church development
- Businessman
- General business manager
- MSc in telecommunications

My name is Torgny Veibäck, I am a consultant in production development in Assist.nu – a network of consultants since 1998. I started my carrier as research worker in Industrial work environment at the Royal Institute of Technology in Stockholm. After some years in industry I started my first of three consultancy businesses I have been running. My customers have mostly been Swedish large and middle sized industries. For 10 years I also, as part of my consultancy job, worked with production development in small and middle seized industries in many developing countries around the world. I have been voluntary Swedish programme leader of the Business Coaching Programme in Russia since 2010.

My name is Bengt Åkesson and pastor in The Uniting Church in Sweden. I have experience as director of sales and marketing in a major industrial company in Sweden. I am also CEO of a family owned agricultural business. Currently my main work is as counsellor of Church Development in The Uniting Church in Sweden and also coaching of new churches. I have been working as a missionary in Russia several years. Voluntary partner of the Business Coaching Programme.

For whom are the seminars intended?

Target groups:

1. The Russian businessmen who have been involved in the Business Coaching Programme as adept or coach.
2. Christian businessmen wanting to help colleagues to grow.
3. Christian businessmen who want to develop themselves.

Especially tailored for:

- Small and medium sized businesses
- Businessmen with a few years of experience
- Businessmen longing for follow Jesus in their business life

1 First of all our main target group is all the businessmen who have been involved in the Business coaching programme in Russia and the Russian coaches which attended the two coaching courses in the programme. You who has been involved in these projects or taken part in some of the business conferences organized by the church might have heard some of the seminars messages during your time in the projects. 2 Secondly we invite all Christians who want to help some friend or colleague by coaching them. You will get a good help in your coaching by sharing these seminars with your adept. It will help but is not necessary if you have own experience of business. 3 Thirdly all Christian businessmen who want to develop themselves as Christian leaders and improve their business, are welcome to take part.

When we compiled the seminars we had small and middle sized business in mind, although we think that all kind of business will find some useful knowledge in the seminars.

We have tried to keep it as simple as possible but still we think you need to have some experience from business to make best use of the content.

A very important aspect we have had in mind is sharing our Christian values and understanding of the Bible according to business. We think the need for a Christian teaching around business is very important. At the same time we want to share our knowledge and experiences about general Business Development which is our main competence.

How to use the seminars?

1. Coaches supporting an adept
2. In Business club meetings
3. Workshops in a Business Conference
4. Self studies

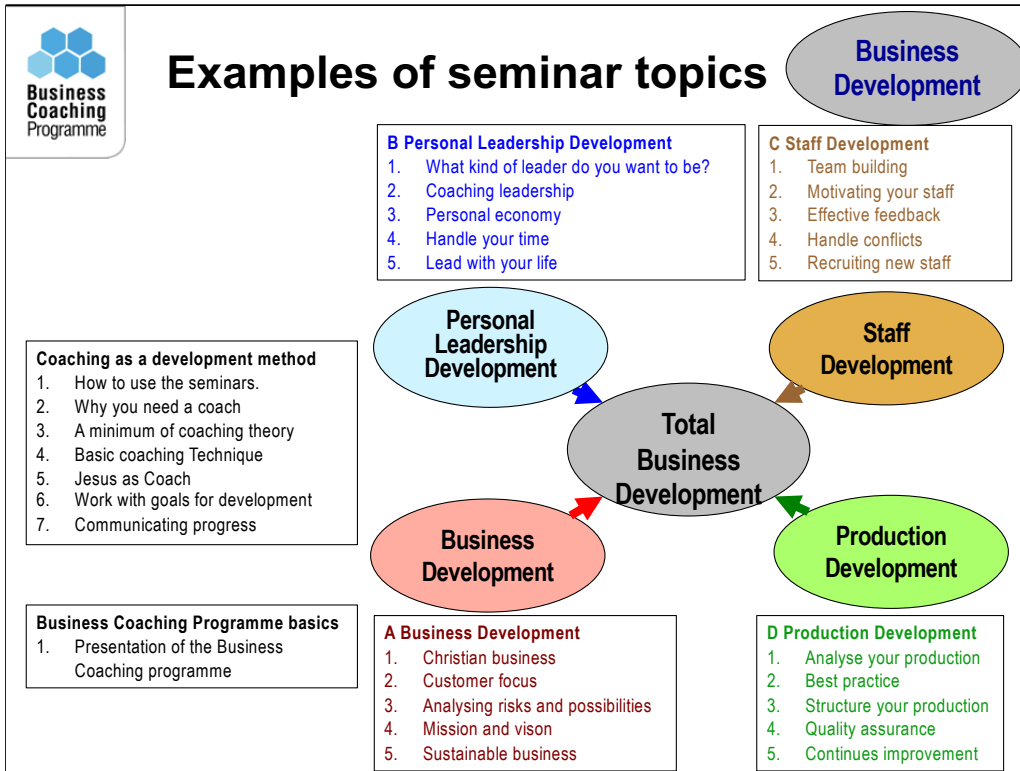
1 These seminars evolves from the meetings we ourselves have had as coaches with our own Russian adepts. The topics and teaching comes from the situations and needs we have met. Hence we hope that any competent person who want to coach in business may use the seminars as starting point in their work. We suggest that the coach and the adept are looking at one or two seminars together and then apply the message and put questions into their current situation. All seminars end with a set coaching questions as an help for the coach to start with. The coach choose a seminar according to the need of the adept. Look at the seminar together and continue with the questions from there.

2 If you doesn't have a coach – adept situation the seminars will also be suitable to start a discussion in a group of businessmen who meet regularly. In many churches there are business clubs with Christians involved in business in some way that gather regularly for pray and chat. These seminars may fit very well as a starting point for such meetings. It might be what's needed also for starting individual coaching sessions between group members. 3 In connection to the programme we have taken part in Business Conferences for Christian businessmen with workshops in smaller groups with different topics. These seminars may be used in such workshops in future Conferences. With a competent leader it may give a productive workshop. You may also organize workshops in your own business as an staff development activity. 4 Of course the seminars may be used as self studies for your own personal development without having a coach.



To develop your business fully you need to apply at least these four approaches. Hence the series of seminars are divided in these groups:

- A The Business development – your business idea and philosophy
- B The Personal Leadership development – Your own personality and your practice
- C The Staff development – How you handle and develop your main assets beside yourself – your co-workers
- D The Production development – The improvement of the way and the means of producing the products and the service you give



Beside these four aspects there are also some seminars about development methods in general and coaching methodology specifically. And one presenting the Business Coaching Programme.

We are working to get at least these topics covered in the series of seminars. Not all was at place from the beginning but in 2024 these are produced. We might add on when we manage to produce them. Please give us feedback on possible improvement and topics you think ought to be covered.



Coaching questions

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- Who can you coach with the help of these seminars?
- How can your church, business club or your business make use of the seminars?
- How can you organize a self study course in Business Development by using the filmed seminars?
- Who may you recommend the seminars to, who might not know of them?

Thank you very much. May God bless you and your business and your friends in using the seminars.