

Piloting the Possibilities of Social Media in Advisory Finding: CoachFinder for Growth Coaching

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Esa Blomberg



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The Wider Scope of the Project

- The scope of the project carried by RunToShop for Yrityshelsinki is to study the possibilities to utilize the means of social media for finding advisory services to meet the needs of growth companies
- The first phase of the project is to pilot a Coach Finder web service for Growth Coaching
- It is based on the FirmScale application by RunToShop presented by Trung Tran 10.11.2010. For clarity the terminology in the specification of the pilot is using the one in the FirmScale application as far as possible.
- The pilot should be presented until 15th December 2010
- The private and limited pilot uses the database and server of RunToShop.
- If the pilot meets the needs of Yrityshelsinki, it will be finalized to production use operated by Yrityshelsinki in its own server.



Specification the the Pilot

- The purpose is to provide a web finder service for the companies selected into the Growth Coaching (users or project owners in FirmScale) to find a suitable coach (Firm or project applicant in FirmScale)
- The finding process is based on the competence profiles given by the coaches (or project applicants in FirmScale), but verified by the users, and on the references and recommendations of the users (or project owners in FirmScale)



Limitations in the Pilot

- The number of Coaches in the pool of the Growth Coaching is more than 100 and the number of the companies selected to Growth Coaching is also more than 100. Most of the companies have used more than one coach, so there has been already more than 150 coaching projects.
- For the sake of time constraints the pilot database can be limited to a dozen coaches in presenting typical types of coaches and valued by a dozen of typical companies covering some 20 coaching projects.
- The valuations are given in this private pilot by the staff of Growth Coaching - not asked from the companies
- There is no need for Customer Prestige of the project owners of the FirmScale (that is the companies selected to the Growth Coaching) or for Social Prestige of the FirmScale in this phase of the service.
- The pilot is using only English, but later on it must also be in Finnish and maybe other languages as well (Yrityshelsinki serves in six languages).





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Growth Coaching 2010

- The goal for the programme is to ensure the growth of the selected innovative SMEs in Helsinki Region.
- It offers tools for company management and key persons involved in business development activities.
- It offers tailored consultation for the selected group of innovative growth companies carried by assigned consultants of Coachs picked from the Coach Pool of Growth Coaching
- Agile and customer (=company) oriented mindset
- Funded by the City of Helsinki since 2006
- Carried out by Digibusiness and Forum Virium Helsinki
- Over 100 companies has participated
- Supports whole growth business ecosystem in Helsinki Region



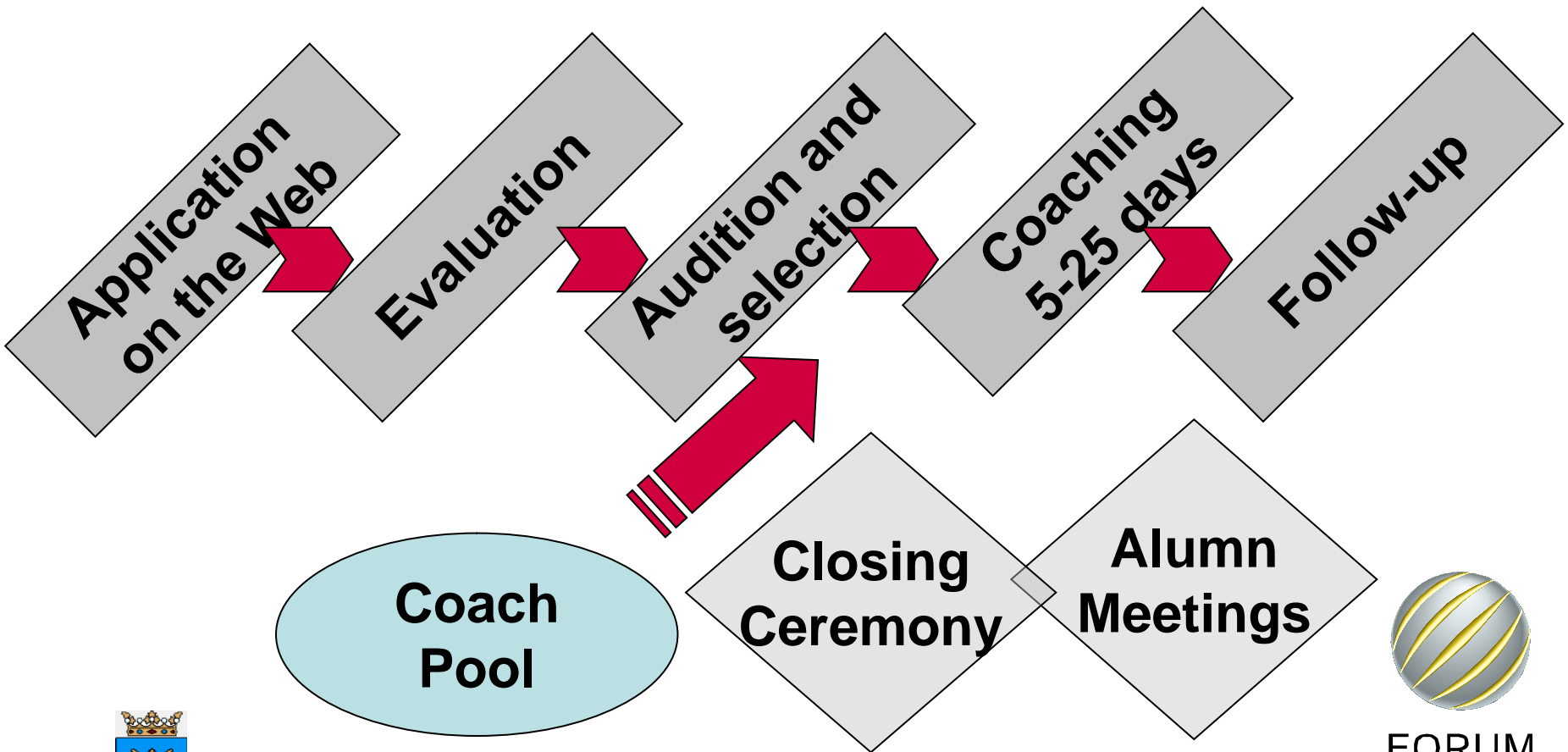
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Growth Coaching 2010

- Maximum days of consultancy 25, average was 14 days
- Number of companies selected 32 out of 80 applicants
- 40 companies were selected based on their web application to an audition of the Growth Coaching Team
- Minimum company cost 20% of total costs
- Maximum subsidy of the project 712 e + VAT./day
- Over 100 consultants in the Coach Pool of Growth Coaching



Growth Coaching - Process





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Specification: Competence Map as a user interface

- The user interface can be a competence map, :
 - position in the middle of the map presents an all-around or a generalist Coach
 - positions in the peripheria of the map presents specialized Coachs: juridical, economical, marketing, HR etc. (to be defined during the pilot)
- The competence area is given by the Coach, but checked by the staff of the Growth Coaching according to the feedback given by the users



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Competence Map of Coaches

Economics:

Processes:

Finance

Prestige (0-5): Benefit, Quality, Price, Service
 Number of days/projects
 Name of the Coach with web link

Markets:

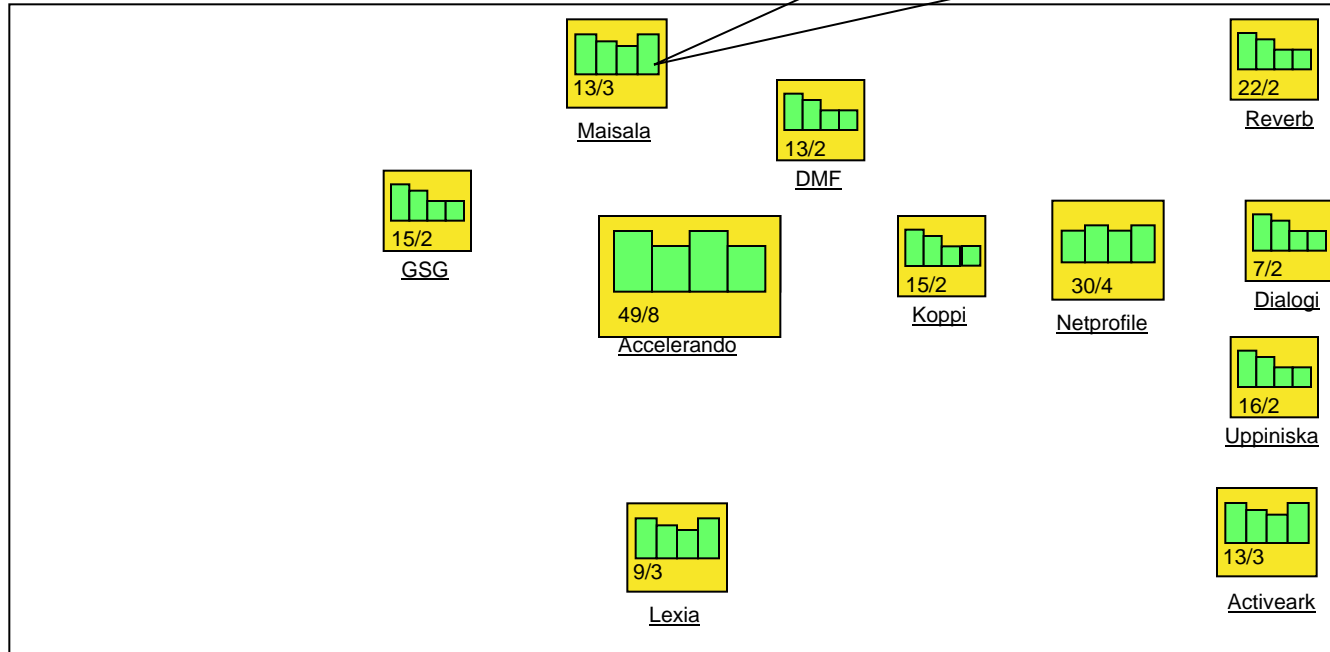
Marketing Strategy

Social Media Marketing

Support:

HR

Legal matters





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Specification: Prestige or Business Reputation of a Coach

- The prestige (or the business reputation) of a given Coach is valued by the users of their services (project owners in FirmScale)
- each company must value its each coaching project by four categories (to be defined during the pilot):
 - Benefit: how the project served or met the needs of the user
 - Quality: the competence of the Coach
 - Price: value for money
 - Service: Customer service, co-operation skills
- The valuation scale can be 0-5 points (to be defined during the pilot) presented as columns on the object of the Coach in the map.
- Only Coaches with at least 2 valued projects are presented on the map with valuation results. The ones with only one or none valuation are only shown, but not valued on the map.



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Specification: Track record of a Coach = Number of projects

- The number of coaching days and projects carried and valued by the user of a Coach can be presented by the size of it's object.
- So it's easy to locate the most used Coaches in the map.
- Only Coaches with at least 2 valued projects are presented on the map by size of the object. The ones with only one or none valuation are only shown, but not valued by the size of the object on the map.



- Each object of a Coach is linked to further information:
 - Web site of the Coach
 - References
 - Testimonials
- In later phase Coachs can be also mapped by their geographical position (city) or by business area
- There is no need for Customer Prestige of the project owners of the FirmScale (that is the companies selected to the Growth Coaching) or for Social Prestige of the FirmScale in this phase of the service. These features can be considered on later phases.
- The pilot is using only English, but later on it must also be in Finnish and maybe other languages as well (Yrityshelsinki serves in six languages).

