



<p>September 2012</p>	<p>The Essential Role of the Counselor in Business Development</p>
<p>Counseling Defined</p>	<p>Much of what is introduced in the definition of the term <i>counseling</i> in the left hand column holds true when it comes to VR counseling exchanges related to helping customers start, grow and succeed in business. Often there is a problem to be overcome such as a desire or need to generate additional income, there may be relevant personal and psychological factors to address, and there are meetings held where, as a VR counseling professional, you're offering help to your customers relative to their specific and unique objectives.</p>
<p>The terms <i>counseling</i> is defined in the dictionary as...</p> <p>coun-sel-ing [kównss'ling]</p> <ol style="list-style-type: none"> 1.help with personal problems: help with personal or psychological matters usually given by a professional 2.meetings with counselor: meetings with a counselor to receive help with personal or psychological problems 	<p>There are two distinct forms of counseling help in this regard:</p> <ol style="list-style-type: none"> 1. Facilitating progress, and 2. Responding to specific business development questions <p>In facilitating business development progress as a VR Counselor, you are performing a critical function of guidance and encouragement by helping customers to take advantage of the many resources at your disposal including tools for...</p>
<p>Other Business Counseling Resources</p>	<ul style="list-style-type: none"> • Assessing suitability for self-employment • Validating the business concept • Creating a marketing strategy • Developing a business budget • Writing a business proposal
<p>Other helpful sources of confidential business counseling assistance:</p> <ul style="list-style-type: none"> • International Institute of New England • NH Manufacturing Extension Partnership (MEP) • NH Innovation Research Center • NH Small Business Development Centers (NH SBDC) • Amoskeag Business Incubator • SCORE Counselors to America's Small Businesses • Center for Women's Business Advancement • Technology Forum • MicroMentor - Mercy Corps • International Trade Resource Center 	<p>As business development questions and customer self-employment interests become more specific, engaging those with specific business development expertise is useful such as tapping...</p> <ul style="list-style-type: none"> • New Hampshire's nonprofit agency network of confidential business advisors, and • Knowledge Institute for help with; <ul style="list-style-type: none"> ○ Customer Consultation ○ Tier 1 Plans ○ Tier 2 Plans <p>As with any counseling exchange, progress may be measured in incremental steps. As tangible outcomes materialize, they can be celebrated and built upon. In situations where customers repeatedly fail to purposefully engage or follow through on agreed upon tasks, it is likely to become self-evident that pursuing entrepreneurship may not be the right path for them at the time.</p> <p>In either situation, as a trained professional counselor, taking full advantage of the tools and resources available to you and your customers to support entrepreneurial pursuits offer efficiencies and outcomes beneficial to all involved.</p> <p>We welcome your comments and questions on this and other News Brief topics at AskBUZ. Thank you.</p>

[Knowledge Institute](#) specializes in entrepreneurial education and small business development through [eLearning](#), [curriculum development](#), [publishing](#), [interactive resource communities](#), [speaking](#) and philanthropic endeavors.

Join Our Mailing List!