

## IS TECHNOLOGY THE WAY FORWARD FOR COACHING IN SMES?

### TAKE PART IN NEW RESEARCH!!

I would like to invite you take part in a Research Project in relation to Coaching within SME businesses.

*To thank you for your time and input, once the research is complete, I will provide you with a summary of the **Research Report** which I hope you will find useful for your business, or for you personally and may also give you some new ideas for Coaching and Development. That's what I am hoping for - to make Coaching more accessible!*

### THE RESEARCH IS:

## Perspectives of Coaching in SMEs; is Technology the way forward?

I'll be looking at how SMEs use (or don't use!) coaching for their business. A key area is looking at ONLINE or DIGITAL COACHING, including AI which is moving forward at a very fast pace.

I would really be very grateful if you take part.

SO IF YOU OWN/MANAGE OR WORK FOR AN SME AND HAVE SOME KNOWLEDGE, EXPERIENCE, THOUGHTS, CONSIDERATIONS ETC.ABOUT COACHING IN ANY FORM, PLEASE [DROP ME A NOTE.](#) *THAT COULD BE COACHING FOR YOU PERSONALLY, GROUP COACHING ETC...*

I am classing SMEs as up to £50m T/O and up to 250 Employees.

IT WILL ONLY TAKE A SHORT TIME AND I CAN MEET YOU AT YOUR CONVENIENCE OR CAN DO SKYPE OF FACE TIME OR SIMILAR LINK.

*All research is strictly confidential and data will remain anonymous in the reporting.  
The project will be conducted in line with strict ethical guidelines and GDPR regulations.  
I do hope that you will take part in this original research which may also form the basis for a wider study.*

**PLEASE EMAIL ME TO TAKE PART:** [diane@dsaexecutive.com](mailto:diane@dsaexecutive.com) with your name, company and a telephone number that I can reach you on.

**OR CALL ME ON: 07771 501923**

**CAN I ASSURE YOU THIS IS NOT A SALES APPROACH!!**  
You can check my details with Henley Business school at any time.

**SO MANY THANKS IN ADVANCE - ITS A GREAT HELP TO ME AND I HOPE, INTERESTING AND USEFUL TO YOU TOO!!**

Diane Southwick  
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