

## COACHING FOR GROWTH

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# DALARNA SCIENCE PARK, SWEDEN

### Coaching for efficient leadership in the entire organization

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In start-up companies, the initial team is generally small. In some cases, only one person is active. One success factor for starting and scaling up a business is to create a strong team with the right skills and the right driving forces. We have experienced that attracting competence to start-ups is a difficult, but extremely important task. If the company stays with lack of competence and/or working capacity for too long, that will reduce the ability to grow. If, on the other hand, a start-up attracts wrong people to the team that may cause severe damage and undesired costs.

There are several ways to find competence for companies. Using the personal network of the entrepreneur is one, external consulting agencies is another. Fact is that people tend to prefer other people that are most like themselves, resulting in a growing team with too many members of the same kind. In order to investigate the personalities and driving forces within the team, we are using a tool: the IPU analysis. IPU can be applied on a single entrepreneur as well as on a whole team. The outcome is a profile, showing what personalities and driving forces are present in the team, how work should most efficiently be organized and what kind of additional skills is needed in the company. It creates a base for discussion and understanding of people's different behaviors and how to motivate them.

There are several similar tools for creating personal profiles. We have tested IPU for several years and think it is efficient, easy to understand and applicable on all stages of company growth. It is also very practical to apply on the whole team. The IPU tool requires a certified process leader and therefor has a cost to access.

For more information on Coaching for Efficient Leadership, Dalarna Science Park

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 <https://www.dalarnasciencepark.se/en/kontakt/>