

TEELCA GLOBAL

COACH ELIJAH PIERRE

BUSINESS & ENTREPRENEURSHIP COACHING

EXECUTIVE FIELD PORTFOLIO | 2026

Structured coaching, consultation and strategic advisory support for business owners, founders, leaders, management teams and entrepreneurs seeking stronger performance, clearer direction and sustainable enterprise development.

DIAGNOSE | ALIGN | STRUCTURE | DEVELOP | EXECUTE | REVIEW

GUIDANCE | FORESIGHT | STRUCTURE | PURPOSE | CLARITY | DIRECTION | PERSPECTIVE

Coach Elijah Pierre | Life & Business Coach | Business Consultant

Business & Entrepreneurship Coaching

A structured field of coaching that strengthens the people, purpose, systems and strategic thinking through which a business creates and delivers value.

I help founders, leaders and entrepreneurs see the business more clearly, align people with purpose, strengthen structure, identify opportunity and convert direction into disciplined execution.

PRACTICE DEFINITION

Coach Elijah Pierre provides structured business and entrepreneurship coaching for business owners, founders, leaders, managers and emerging entrepreneurs who need more than general advice. The work combines coaching, consultation, diagnostic thinking and strategic guidance to improve leadership, service, value creation, opportunity foresight, marketing, business structure, team management and enterprise execution.

The practice addresses both human and systemic business issues. These may include declining performance, unclear strategy, weak role definition, leadership gaps, fragmented teams, inconsistent service, limited market traction, poorly positioned products, unclear niches, or a loss of direction as the business grows. The objective is to restore perspective, establish purposeful structure and help the organization move forward with greater coherence and accountability.

BUSINESS OWNER OUTCOME

A more coherent business system

Leaders gain clearer strategy, roles, priorities, performance expectations and a stronger framework for coordinated execution across the business.

ENTREPRENEUR OUTCOME

Opportunity with structure and traction

Entrepreneurs gain stronger market awareness, clearer positioning, a disciplined mindset and a practical pathway from opportunity to offer, revenue and sustainable growth.

Two Pathways Within One Coaching Field

The business coaching field serves both established organizations that need stronger performance and entrepreneurs who need stronger opportunity development.

PATHWAY 01

Business Performance & Team Coaching

Designed for business owners, founders, leadership teams and managers who need to strengthen how the organization thinks, decides, works and performs.

- Leadership and management development
- Service culture and customer-value thinking
- Value creation and opportunity foresight
- Marketing and market-positioning clarity
- Business structure and role alignment
- Team management and functional accountability
- Performance decline and systemic issue diagnosis
- Business strategy and execution discipline

PATHWAY 02

Entrepreneur & Enterprise Development

Designed for emerging and active entrepreneurs who need to discover opportunities, strengthen entrepreneurial thinking, improve the venture and create clearer market traction.

- Entrepreneurial mindset and decision discipline
- Opportunity discovery and opportunity creation
- Business reform and strategic repositioning
- Turnover and revenue-performance review
- Product and service review
- Business strategy analysis
- Niche discovery and niche development
- Market fit, offer clarity and growth direction

ONE OBJECTIVE

Strengthen the human and organizational capacity through which value is created, coordinated, delivered, measured and expanded.

Core Areas of Business Coaching

The engagement can concentrate on one priority or combine several areas where performance, structure and leadership are interconnected.

01

Leadership

Purpose, decision-making, accountability, influence, leadership consistency and the capacity to direct people through change.

02

Service & Value

Customer experience, service standards, value creation, problem-solving and the quality of what the business delivers.

03

Opportunity Foresight

Recognizing unmet needs, market shifts, underused assets, adjacent opportunities and possible future value pathways.

04

Marketing

Positioning, target market clarity, message, customer relevance, promotion logic and alignment between promise and delivery.

05

Business Structure

Roles, functions, reporting lines, workflow, decision rights, accountability and the systems needed for coordinated operation.

06

Team Management

Role clarity, expectations, collaboration, communication, performance responsibility, conflict reduction and functional cohesion.

07

Business Strategy

Strategic priorities, business direction, competitive choices, resource allocation, execution sequencing and performance review.

08

Performance Reform

Diagnosing performance decline, identifying systemic constraints, clarifying root causes and redesigning the conditions for improvement.

The 8-Step Business Coaching Process

A structured engagement moves from diagnosis to organizational alignment, strategic design, execution and review.

1**DIAGNOSE**

Establish the business context, performance concern, leadership question and desired outcome.

2**DEFINE PURPOSE**

Clarify enterprise identity, founder intent, value proposition and the purpose the business must serve.

3**ALIGN ROLES**

Clarify leadership, management and team functions so people understand responsibility, authority and contribution.

4**MAP SYSTEMS**

Identify structural, workflow, service, communication and performance constraints that weaken execution.

5**SEE OPPORTUNITY**

Apply foresight to customers, problems, markets, products, capabilities and emerging value opportunities.

6**DESIGN STRATEGY**

Translate insight into priorities for leadership, marketing, service, structure, product and revenue performance.

7**EXECUTE & COACH**

Coach leaders and teams through implementation, accountability, communication and disciplined action.

8**REVIEW & REFORM**

Measure progress, review results, refine the system and determine the next cycle of development or reform.

Steps 1-4: Diagnosis, Purpose, Roles & Systems

The first half of the business process creates an accurate view of the enterprise and aligns the people and structures responsible for performance.

STEP 1

DIAGNOSE - Understand the Real Business Question

- Conduct a structured business and leadership intake covering performance, people, market, service, structure and strategic concerns.
- Separate visible symptoms from root causes and identify the issue that is creating the greatest drag on performance.
- Define the coaching objective, decision priorities and practical indicators of progress.

Key output: Business diagnostic brief + priority statement.

STEP 2

DEFINE PURPOSE - Clarify Identity, Value & Direction

- Clarify why the business exists, whom it serves, what value it creates and what the founder or leadership team is trying to build.
- Use enterprise-focused NAMECODE questions to strengthen identity, function, purpose, designation and market relevance.
- Create a shared direction statement that can guide decisions across leadership and management.

Key output: Enterprise direction + value proposition map.

STEP 3

ALIGN ROLES - Establish Function & Accountability

- Map the roles and functions of founders, leaders, managers and critical team members.
- Clarify decision rights, expectations, interfaces and accountability so responsibilities are not duplicated, avoided or misunderstood.
- Coach the leadership group toward functional cohesion around common purpose.

Key output: Role-function map + accountability framework.

STEP 4

MAP SYSTEMS - Find the Constraints Behind Performance

- Review workflow, communication, service delivery, marketing, management practices and structural friction points.
- Identify recurring breakdowns, limiting systems, capability gaps and misalignment that contribute to poor results.
- Prioritize what must be redesigned, simplified, strengthened or removed.

Key output: Systems constraint map + reform priorities.

Steps 5-8: Opportunity, Strategy, Execution & Reform

The second half converts business clarity into choices, execution discipline, performance learning and continuous improvement.

STEP 5

SEE OPPORTUNITY - Build Strategic Foresight

- Examine customer needs, market shifts, internal capabilities, underused assets and emerging problems the business can solve.
- Identify opportunities to improve value, service, products, channels, partnerships, positioning or revenue performance.
- Distinguish attractive ideas from opportunities that fit the business purpose and capacity.

Key output: Opportunity map + prioritized opportunity pipeline.

STEP 6

DESIGN STRATEGY - Convert Insight into Business Choices

- Choose the most important actions across leadership, structure, service, marketing, product, niche and financial performance.
- Define now-next-later priorities, ownership, milestones, measures and resource requirements.
- Create a strategy that is understandable enough to guide management and executable enough to produce evidence.

Key output: Strategic improvement roadmap + scorecard.

STEP 7

EXECUTE & COACH - Align People Around Implementation

- Coach founders, leaders and teams through the practical demands of implementation and change.
- Use team or group coaching to strengthen communication, service thinking, leadership behaviour and shared accountability.
- Review execution barriers quickly and adjust decisions before drift becomes systemic.

Key output: Team execution plan + accountability rhythm.

STEP 8

REVIEW & REFORM - Learn, Correct and Strengthen

- Compare results with the original diagnostic and determine what improved, what did not and why.
- Review turnover, customer response, product performance, team execution and strategic progress using available evidence.
- Reform the next set of systems, priorities or market choices and begin the next development cycle.

Key output: Performance review + business reform plan.

The Entrepreneur Development Pathway

Entrepreneur coaching focuses on the entrepreneur as much as the venture: mindset, opportunity judgment, market clarity, structure and disciplined execution.

1

ENTREPRENEUR PROFILE

Clarify strengths, habits, risk patterns, motivations, decision style and the mindset required for disciplined enterprise building.

2

OPPORTUNITY DISCOVERY

Identify problems, unmet needs, market gaps, personal assets and emerging trends that may support viable opportunities.

3

NICHE CLARITY

Define the customer, problem, context and space where the entrepreneur can create distinctive and relevant value.

4

OFFER & PRODUCT REVIEW

Assess the product or service for usefulness, fit, differentiation, quality, pricing logic and customer relevance.

5

BUSINESS MODEL & STRUCTURE

Clarify how value will be created, delivered and captured, then establish the roles, systems and operating structure needed.

6

MARKET & REVENUE STRATEGY

Strengthen positioning, marketing, customer acquisition, turnover logic, sales activity and measurable revenue priorities.

7

EXECUTION DISCIPLINE

Translate strategy into milestones, routines, accountability, experiments and evidence-based decisions.

8

REFORM & SCALE

Review the venture, correct weak assumptions, strengthen what works and prepare the business for the next level of sustainable growth.

Methodologies That Power the Work

The engagement is client-facing and practical, while a consistent development architecture organizes diagnosis, direction, reform and execution.

IDEE

Identify | Develop | Equip | Express

Moves a founder, team or entrepreneur from identifying value and need, through capability and system development, into productive market expression.

NAMECODE

Nature | Title | Function | Purpose | Essence | Designation | Identity

Creates structured clarity around the identity, function, purpose and designation of a person, role, team, product or enterprise.

DAM

Deconstruct | Align | Manifest

Helps expose limiting systems or assumptions, restore alignment between purpose and function, and convert better thinking into disciplined execution.

FOUR DOMAINS OF VALUE

Hustle | Career | Ministry | Enterprise

Provides a wider lens for how value is expressed and helps founders or entrepreneurs identify possible pathways for expansion, repositioning or enterprise development.

ENGAGEMENT FORMATS

- Founder / owner coaching
- Business diagnostic and strategy sessions
- Team workshops and group coaching
- Leadership and management team coaching
- Entrepreneur development coaching
- Business reform and performance review

Coach Elijah Pierre

Life & Business Coach | Business Consultant | Human Capital Development Practitioner

EXECUTIVE POSITIONING

Coach Elijah Pierre works with people and enterprises at the point where clarity must become structure and structure must become execution. His Business & Entrepreneurship Coaching practice develops founders, leaders, management teams and entrepreneurs while also examining the systems through which the business creates, coordinates and delivers value.

The approach is intentionally methodical: diagnose the real question, clarify purpose, align function, expose systemic constraints, identify opportunity, design strategy, coach execution and review evidence. The aim is not to create dependence on the coach, but to strengthen the leadership judgment, organizational coherence and entrepreneurial capability required for sustainable progress.

INTEGRITY

Truth, responsible stewardship and decisions that can withstand scrutiny.

EQUITY

People understand their role, contribution and access to meaningful development.

INNOVATION

Foresight, opportunity creation and better systems for creating and delivering value.

SUSTAINABILITY

Strategy, structure and growth that can endure beyond short-term activity.

THE NEXT BUSINESS CONVERSATION

What is limiting the business now - and what must be clarified, aligned, structured or developed so the enterprise can create greater value and move with purpose?

COACHING | CONSULTING | HUMAN CAPITAL DEVELOPMENT