

The Role Of Coaching In Developing The Communication And Relationship Skills Of Entrepreneurs

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Abstract

The role of coaching is exceptionally important in the context of workforce transformations. With advancements in science, particularly driven by the expanding influence of artificial intelligence, many professions and occupations are evolving or disappearing. In these conditions, the inclination to identify new areas of activity becomes a motivation in itself for job seekers or coaches. Thus, through the symbiosis of coaching and entrepreneurship, the authors aim to identify a path to expand the scope of entrepreneurs towards meeting the needs of current and future clientele by customizing the application of entrepreneurship in these ever-changing markets.

Once the demand is identified, the entrepreneur should primarily focus on satisfying the needs of that demand. Additionally, due to the use of new technologies in the economic domain, needs are becoming highly fragmented, minimized in terms of interest and coverage. Therefore, the entrepreneur's speed of reaction must be sustained and continuously adjusted to stay competitive in the market. This work considers the identification of resources available to the entrepreneur, in terms of motivation and ubiquity, which can fall under the responsibility of a coach.

Keywords: coaching, entrepreneurship, communication, management