

Principles of Good Advice



Being heard

Advice users want to feel that their voices are being listened to, that they are being understood, and that their particular situation is recognised.

Sensitivity to difference

People want to feel that their specific kind of business is being paid attention to, and with a sensitivity to the ways in which people learn and understand.



Creating trust

An advice source is more likely to be recommended by someone who has had a good experience. Individuals build trust, rather than organizations. Advisers need to 'click' quickly with clients if they are to succeed.



Being honest

Sometimes business advice needs to provide critical feedback of whether the business idea will be sustainable or profitable for the long term, and whether the individual is ready for a challenging entrepreneurial journey.



Communicating through multiple modes

Recognising that business owners access advice through different channels, it is important to make sure both online services as well as printed materials are provided and work together.



Meeting people where they are

Advisers can learn more about needs if they visit business owners in situ. This also gives more understanding where the business is in its stage of growth.

Recognising shared experience

Opportunities can be created for advice to be exchanged in group settings through peer learning, rather than only through the top-down provision of expertise.



A more active use of referrals

Be proactive in referring advice seekers to other relevant institutions and services, by explaining to them the types of advice institutions that exist, and pointing them to the right place for their needs.



Keeping advice continuous and personal

Social media and other technology can be used to connect advice providers and receivers, to constantly stay connected with them and ensure they do not feel isolated.



Building and maintaining skills

Effective advisers are trained to build good interpersonal skills for dealing with clients, keep up to date with knowledge, and build motivation.