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Today's Information Explosion Reveals New Ways to
Grow a Business

Area business coaches from The Entrepreneur's Source cite new Internet technologies and community forums as sources of innovation and ideas

Downers Grove, IL (Grassroots Newswire) September 1, 2011 - Business owners today have the ability to tap into the plethora of online information available to help sustain and grow a business. Downers Grove-area business coaches with The Entrepreneur's Source (TES) say that Internet technologies are helping both the aspiring business owner and existing entrepreneurs exploit the ever-growing amounts of data to make smarter decisions and develop the insights that create competitive advantages and new business models.

"Leading companies are exploiting this information explosion by thinking outside the box around the different ways to use the data," says Brian Miller, COO and president of TES. "One trend in particular we're seeing is business owners tapping into pools of talent outside the company for solutions to the 'unsolvable problem'."

With the growing marketplace need for innovation and ideas, Web-based companies are forming to support corporate America, and therefore any business owner, who wants to pay for the insights and ideas of scientists and other technical specialists without retaining those specialists outright. These companies or "ideagoras," a term coined by Don Tapscott and Anthony D. Williams in Wikinomics: How Mass Collaboration Changes Everything, refers to the places on the Internet where large numbers of people and /or businesses gather to exchange ideas and solutions. This trend is changing how companies are managing their home-based talent, as well as how they're tackling their innovation challenges.

"Another longer-term trend in support of business is the use of business coaches to bring awareness, education and accountability to their clients," says Miller. "Working on the ideal premise of a partnership, business coaches assist entrepreneurs in addressing their weaknesses, create long and short term goals and hold their clients accountable for meeting those goals. And, for those seeking entrepreneurial investment opportunities, these industry professionals take aspiring entrepreneurs through a 'discovery process' helping to define the right business concept for the skills and life experience people have to offer. "

Internet technologies also allow for online sources like FranchiseMatch.com, a unique virtual coaching tool that acts as a virtual coach guiding people through an online process of creating an individual, customized profile of franchise concepts that match their goals, needs and expectations. Designed around a unique five-step process, FranchiseMatch.com takes each visitor through a series of questions that narrow down the possible franchise concepts which will ultimately match that individual's lifestyle requirements, location preferences and available capital.

For more information on franchise opportunities and business coaching support, please contact one of the following Downers Grove area business coaches or visit <http://www.entrepreneursource.com/>.

Joseph Marchioretto, The Entrepreneurs Source in Downers Grove, at (630) 964-6878, esource.joem@sbcglobal.net or www.theesource.com/jmarchioretto
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About The Entrepreneur's Source

The Entrepreneur's Source is North America's leading career and franchise Business Coaching Company dedicated to the entrepreneur with more than 230 offices in the United States, Canada and the UK. With its unique E-Source Coach Advantage and partnership with E-Myth WorldwideR, E-Source offers a full range of services to individuals seeking alternate career options and to franchise businesses looking to increase performance. Today, E-Source dominates the \$1.5 billion dollar Business Coaching/Consulting franchise market in North America. For additional information about The Entrepreneur's

Source go to www.EntrepreneursSource.com.

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