

THE SBRA COMMUNITY

EMERGING ENTREPRENEURS ACADEMY



These students from local Berks County schools have made a meaningful six-week investment in their future.

Over the course of six weeks, they participated in interactive classroom sessions led by more than 100 local business owners, gaining invaluable insights and real-world expertise. Each week of classroom learning was followed by a hands-on internship with a local business aligned with their career interests.

This unique combination of education and application reinforces learning and improves long-term retention. Upon graduation, every student becomes a member of the EEA Alumni Group—offering them lasting access to a powerful network of connections and resources that will support them throughout their professional journey.

**BE BETTER.
GROW FASTER!**



JOIN THE SBRA

The Ultimate Small Business Community

**JOIN
TODAY!**



www.sbrassociation.com



**Small Business
Resource Association**



SBRA Business Spotlight



Red Patch Roofing & Contracting, LLC

Address: 709 Belfair Drive, Leesport PA 19533

Phone: 910-728-0212

Website: <https://www.redpatchroofing.com/>

At Red Patch Roofing, we specialize in new roof installations, expert roof repairs, and free roofing inspections designed to protect your home and your peace of mind. Our mission is to be **the most accommodating, hassle-free roofing contractor** you'll ever work with—offering **honest estimates, clear communication,**

and **dependable service** every step of the way. Our local, Veteran owned company uses the newest technology available on the market to give the best possible customer experience, such as color visualizers, digital assets, and more!

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



www.rbinsuranceservice.com



www.smallforsmall.org



www.cafefolino.com



www.AmericanCapitalExpress.com

SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

- Breakfast Referral Club – August 8th @ B2 Bistro
- SBRA Mingle – August 27th at Legacy Cigar Lounge

DECODING THE HELP INDUSTRY: COACHING, THERAPY, MENTORSHIP, AND BEYOND



By Rick Fisher,
Rick Fisher Coaching

In today's fast-paced world, professionals often find themselves stuck—not because they lack intelligence or ambition, but because they're unsure what kind of help they actually need. Should they hire a coach? Talk to a therapist? Find a mentor? The landscape of "helping modalities" can feel like an overstuffed toolbox: all useful, but which one fits the job?

Here's a down-to-earth breakdown of the major modalities—what they are, how they work, and how the skills you gain can transfer across other areas of life.

1. Therapy

Therapists are licensed professionals trained to work with emotional, psychological, or trauma-related issues. They often dig into your past to help you heal in the present. Therapy can be transformative for mental health, but the skills learned — like emotional regulation, boundary-setting, and increased self-awareness — are also highly transferable to leadership, communication, and personal relationships.

2. Counseling

Think of counseling as therapy's more solution-focused cousin. It's often shorter-term and geared toward specific challenges—grief, addiction, career changes. While it still touches emotions, it's often more present-focused. Skills like stress management and decision-making easily carry over into work and life.

3. Mentorship

Mentors are usually more experienced individuals in your field who offer guidance, share lessons, and help you navigate industry challenges. Unlike therapy or coaching, mentorship is less

structured and more relational. While it's great for professional development, its transferability depends on the mentor's breadth of wisdom and your ability to apply it broadly.

4. Consulting

Consultants diagnose problems and tell you what to do—often in business, marketing, or operations. They're the "fixers." You're hiring expertise, not personal growth. Transferable skills? Some—like strategic thinking or process improvement—but the focus is more on outcomes than transformation.

5. Life Coaching

Life coaching is future-focused and driven by self-discovery. Coaches don't tell you what to do—they help you uncover your own answers. It's like having a thinking partner with powerful questions. The real gold of coaching is in its transferability: the mindset shifts, self-awareness, confidence, and ownership you develop can ripple into career, relationships, health, and beyond.

6. Spiritual Direction

This is about exploring your beliefs, values, and sense of meaning. It's not always religious but often taps into deep questions. While not every leader seeks spiritual guidance, those who do often develop clarity, purpose, and empathy—qualities that elevate leadership and life.

So Which One's Right for You?

It depends on where you are and what you need. Are you wounded? Seek therapy. Are you stuck on a decision? A coach may help. Need direction in your industry? Find a mentor. Looking for answers? Try spiritual direction.

Each modality brings value. The key is matching the tool to the task—and knowing that whatever you learn, you're building a skill set that can serve you across the board.

WELCOME NEW SBRA MEMBERS

Merry Brothers Inc.

Matos Tire Service

Sitren Skin Therapy

Go Fish Seafood

Just B Whole Body and

Wellness Coaching

Spartan Capital

WindowHero Northeast Reading

Will Omlor, EOS Implementer

Rivco Lucas Inc.

KDA Tech Solutions

Kyle Riggs - Northwestern Mutual

Lions Pride Salon

Top Knotch Hood Cleaning

Piscani Consulting Services

Red Patch Roofing

The Clubhouse

Small for Small