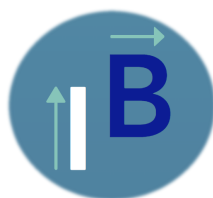


Selecting A Coach

Below is a tool for a Client to assess a potential Coach in the areas of competency, ethical practice, commitment, style, and trust. The International Coach Federation recommends that Clients interview at least three coaches. The following are factors for Clients to listen for and consider during the interviews with potential Coaches.

Ask Yourself	Why it Matters	Characteristics to Consider
<p>What results do you want to achieve in coaching?</p>	<p>Thinking about results is a great way to home in on your coaching goals.</p> <p>Ex: If the results you want are to be competitive for the next promotion, your goals might be to strengthen your interview skills.</p>	<p>Competency</p> <ul style="list-style-type: none"> • How much experience does the Coach have in helping others achieve similar results? • What kinds of questions did the Coach ask you? <p>Style and trust:</p> <ul style="list-style-type: none"> • How well did you feel the Coach listened and tried to understand your goals?
<p>What type of experience do you want?</p> <ul style="list-style-type: none"> • Do you want a Coach who will challenge your perspectives? • Are you looking for validation and a brainstorming partner? • Do you need a combination of both? • Do you want some advice? 	<p>Different Clients need different types of engagements, possibly at different points in their coaching journey.</p> <p>Ex. After some frustrating experiences, you may want a Coach who will push you and ask tough but insightful questions. Or you may have a clear idea of what you want to do and need to bounce those ideas off your Coach.</p>	<p>Style and trust:</p> <ul style="list-style-type: none"> • How comfortable were you in your initial conversation with the Coach? • How well did you feel the Coach prompted you to talk about the kind of experience you want? • What were things the Coach said that you were most and least comfortable with? <p>Ethical practice:</p> <ul style="list-style-type: none"> • How well did your Coach describe the difference between coaching and other forms of support like consulting or mentoring?
<p>What level of commitment are you prepared to make?</p>	<p>Knowing your comfort level with following through on expectations of coaching – both your time availability and how open you feel – may influence how you experience the Coach.</p>	<p>Style and Trust (and availability):</p> <ul style="list-style-type: none"> • How well were you able to agree with your Coach on schedules, your availability and/or the limits of your commitment?



Innovative Blueprints

Ask Yourself	Why it Matters	Characteristics to Consider
	<p>Ex. You may require a lot of flexibility in scheduling, or you may want coaching to work on strategy or technique rather than personal growth.</p>	
<p>What type of expertise do you want your Coach to have?</p>	<p>Many coaches do not specialize and have broad experience, but depending on your goals, you may benefit from a Coach with specific expertise.</p> <p>Ex. You want to learn how to work better with your team and you will feel more comfortable with a Coach who has worked with other Clients like you or who has lead teams themselves.</p>	<p>Competency</p> <ul style="list-style-type: none"> • How closely do you believe the Coach's expertise is to the credentials important to you? <p>Style and Trust</p> <ul style="list-style-type: none"> • After meeting with the Coach, how comfortable are you that they can support your goals? <p>Ethical Practice</p> <ul style="list-style-type: none"> • How forthright and honest did you feel the Coach was in describing their expertise?
<p>What questions should I ask Coaches before choosing one?</p>	<p>Asking the same question of all Coaches you interview will give you a consistent basis for making your selection.</p> <p>Ex. What certifications do you have? What kinds of assessment do you use? How would you describe your style? How flexible are you in scheduling?</p> <p>Tip: Listen not only to their information but also the questions they ask of you and how they engage you as they answer.</p>	<p>Competency</p> <ul style="list-style-type: none"> • Does the Coach have the credentials and expertise (or the equivalent) that are important to you? <p>Style and Trust</p> <ul style="list-style-type: none"> • How comfortable were you with their style of engaging with you throughout the initial session or interview? <p>Ethical Practice</p> <ul style="list-style-type: none"> • How forthright and honest did you feel the Coach was in describing their experiences?

