



Why hire a coach?

People who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhance thinking and decision making skills, improve interpersonal effectiveness and increase confidence in what they do each day.

Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

How do I choose a coach?

The most important thing to look for in selecting a coach is someone you feel you can easily relate to and create the most powerful partnership. Here are some questions you may want to ask prospective coaches:

- What is your coaching experience (number of people coached, years of experience)?
- How do you coach your clients?
- What are your core areas of professional expertise?
- Do you use an Executive Coach yourself?
- Do you have a list of past clients I can contact?
- What is your education? Certification? Background?
- What is your coach-specific training?
- What is your coaching specialty/area(s) with which you most often work?
- What specialized skill or experience do you bring to your coaching?
- What is your philosophy about coaching?
- What is your specific process for coaching (how sessions are conducted, frequency, etc.)
- What are some coaching success stories? (specific examples of individuals who have done well and examples of how you have added value)
- What types of assessments are you trained in/prefer to use/for what purpose?
- How long have you been coaching?
- In what industries have you coached? At what levels?
- What mistakes have you made as an Executive Coach?
- What is your greatest learning?
- Describe the type of clients you most like to work with.
- Describe the clients that will benefit the most from the skills and experiences you bring to your practice.

For your own reflection:

- What are you tolerating, or putting up with currently? (This one is just as applicable for your personal life as it is your job life.)
- What do you love doing in your job, or what do you love about it?
- What do you dislike doing or about it? (As above)
- For you to really look forward to getting up out of bed every day; what would have to change?