



## What to Consider Before Hiring a Coach

*A Coach can make THE difference in your results – can you afford to make an unformed decision?*

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Hiring a coach can be an intimidating process – how do you know who will be right for you? How do you know if you even need a coach to begin with? Do you go with someone a friend recommends? You want to know that the coach is right for you and *you want to be sure that working with him or her will net you the results you want so that all your time, energy and resources won't be wasted!*

It is important to consider a number of factors before you hire a coach.

A coach is distinct from a teacher, mentor, trainer, consultant, therapist or friend. Make sure that what you want is a *coach*. A coach will help you design a plan for your life, based on what you say is important for you and then they will assist you in achieving it. They won't help you with mental health issues and they won't offer advice, so much as ask great questions. They generally won't teach you specific job skills (unless that is what you hire them for.) And they aren't there to offer conversation or support like a friend might – rather they will challenge you to move past barriers and beliefs that are holding you back.

Before you begin the process of choosing a coach, here are some important questions for you to ask yourself:

1. Am I open to being coached?
2. Would I truly be willing to honestly reveal what's occurring for me?
3. Am I looking for a "quick fix"?
4. Do I believe I am ready and willing to do the work that goes along with being coached? (Hiring a coach will mean altering your practices and how you think about things – it can mean more work, not less)
5. What expectations do I have for my coach and for myself?
6. What do I want to accomplish (both in my experience of myself and my results)?
7. How much time, energy and money am I willing to invest to have those outcomes?
8. What's prompting me to look for a coach right now?
9. What do I honestly believe having a coach means?
10. With whom can I talk to learn more about coaching?

In order to make an informed decision, we recommend that you meet with three or four prospective coaches and ask the following questions:

1. Are you certified?
2. Have you had any specific coaching education?
3. How many years have you been coaching?

4. What do you look for in an ideal client?
5. May I talk with any of your past or current clients?
6. How often do you meet with your clients?
7. Do you meet in person or over the phone?
8. What is your coaching process?
9. What if this doesn't work?
10. Given my desired outcomes, what is the expected timeframe for completion?
11. Do you prepare a coaching plan? If so, how do you work with it?
12. Will there be assignments between sessions?
13. How many clients do you currently have? How many have you worked with?
14. What is your fee structure?

You should be able to easily build rapport and trust with your coach. Look for someone who is not afraid to honestly and directly challenge your perceptions. In fact, your coach's questions may linger with you well past your conversation. You should feel some degree of discomfort being around them; you may be challenged to "show up" when in their presence, knowing they are inviting you to consistently experience the most inspired aspects of who you are. The kinds of questions they ask you should help you discover more about who you are relative to the outcomes you desire in life.

It is also important that you find a coach who has made a commitment to the practice, study and learning required to be a professional coach. Many people simply hang the title of "coach" on their business cards or websites and in their descriptions of what they do. Be clear that this is not the same as having devoted time, study and energy to the profession of coaching. While professionals in many fields possess some coaching skills, this is distinct from someone educated specifically as a professional coach.

Certification also does not guarantee the quality of a coach although it does say that the person fulfilled the training requirements of a particular coaching curriculum. Certification programs vary widely, from weekend-long to a year or more, and vary also in what is required of the student to become certified. Check each coach's program to find out their requirements.

Coaching is not a fly-by night experience that anyone is qualified to do. It is a serious profession; learn what you need to in order to make an informed decision.

***If you would like to learn more about coaching, hiring a coach,  
or becoming a coach, please email or call us today.***