

Tips for Selecting a Coach

Below is a 3-step process to help you select a coach.

If you would like to discuss your specific needs further, please schedule a [complimentary 15 - 30 minute](#) conversation with Cynder Niemela.

Step 1. Prepare for your interview

1. Identify the top 3 things you want to work on with a coach?
2. Decide your top priority criteria for coach selection. When you are clear on your goals for coaching, then you have a better idea of what kind of coach you are looking for. Here are a few examples. Do you want coaching to develop or enhance:
 - a. agility or resilience
 - b. business acumen (business coach)
 - c. change careers or jobs (career coach)
 - d. communication or presentation skills
 - e. health (health coach)
 - f. leadership skills / brand (executive coach)
 - g. life purpose
 - h. more productive habits
 - i. parenting skills
3. How do you best learn?

Step 2. Conduct Research to find prospective coaches to work with

Who do you know that has worked with a coach for a similar outcome? Think of

- family members and friends
- colleagues at work
- clubs you belong to
- teachers or other professionals you seek advice from

Check the International Coach Federation [website](#) for certified coaching schools and more about coaching specialties.

Step 3. Schedule a 30-minute call

We recommend you schedule a 30-minute call with two or three Coaches who have experience coaching in your desired area.

Questions to Ask a Prospective Coach

Use the questions below as a guide and add other questions as desired.

1. What is your background and experience as a coach?
2. How long have you been coaching?
3. Where did you train?

4. Certifications:
 - a. What assessment instruments are you certified in?
 - b. What coaching certification(s) do you have?
5. What is your coaching style? Approach? Philosophy?
6. Who are the clients you work best with?
7. What is your experience with xxx coaching? For example, if you are an executive, you might want to ask if the coach has leadership experience. Does s/he have experience in your industry, geography, and company size?
8. What makes your coaching successful?
9. What would a former coaching client say you brought to the coaching engagement to help them establish a foundation for success?
10. What is unique about your coaching style?
11. How would we begin to work together?
12. Describe for me the ideal coaching session?
13. What are the best ways to engage my manager or other stakeholders in my transition process?

To Select a Coach, consider the following criteria:

Level and type of experience	Does the coach have similar experience at similar levels in other organizations?
Education	Does the coach's education background match your coaching needs?
Coaching experience and philosophy	How does the coach's approach fit with your specific coaching situation?
Coach location	Coaching is often done by phone, but location to have live coaching sessions or to more easily schedule calls should be considered.