



Sylvie Gervais-Leduc

We Are Creating Excellence When...



We choose what is right for us!

Dear ,

Coaching Series - Part 4

How to Select a Coach

Before you begin to look at how to select a coach, you first need to define what you want /need from a coach. The key questions would be: "What are you looking to accomplish with your coach?" or "Why are you accessing coaching?" "What method of coaching do you prefer?" (i.e. in person, over the telephone or does it matter?) and "What do you think you will need from a coach?" (i.e. support, being held accountable, calling it like it is, gentleness...?) If you have experienced coaching before, what worked? What might have been missing? (Even if you return to the same coach, this information will be valuable to discuss when you return). The main thing in selecting a coach is trust above all.

To help you find the right coach, we have devised a list of criteria that can assist you in your selection process. Please read through this list carefully and to see what is important to you. You can even rate each item on a scale of 1 to 5 (listed below) to help you determine what is most important in your selection of a coach that you can trust and that will be right for you.

Rating scale:

1 (unimportant) 2 (somewhat important) 3 (important) 4 (very important) 5 (essential)

1. Credentials.

a) Membership with a regulatory coaching association: There are a few coaching associations that are recognized

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**Coach Training
Options**

**Using A Coach
Approach Workshop**

**Coach Approach
Training (CAT)**

**Internal Corporate
Coach (ICC)**

**Certified Corporate
Coach (CCC)**

Train the Trainer

**For more information
call**

969-8827

or

866-827-8448

Six Month Coaching Series Topics

January 2009

What is coaching and
how did it get started,
particularly within
companies?

February 2009

Using a Coach Approach

March 2009:

Barriers to Coaching

April 2009:

How to Select A Coach

May 2009:

What is Coach Training
and what are the Options

June 2009:

What to Expect from an
External Coach

July 2009:

Creating a Culture of
Engagement and
Innovation

internationally. The most widely used and recognized is the International Coach Federation (ICF). Any coach, regardless of their speciality, can become a member of the International Coach Federation. Another strong association is the Worldwide Association of Business Coaches (WABC). Only business, executive and corporate coaches can become members of this association. Those who become members of a recognized association hold high standards for themselves and abide by ethical standards and code of conduct.

- b) **Formal Training:** There are a variety of coaching schools and training options for coaches ranging from elective classes to a more formal accredited coach training program. (We will discuss this further in next month's newsletter). Find out if your coach has been formally trained.
 - c) **Certification:** For some, it is very important that a coach be properly trained and has obtained (or working towards) professional credentialing. This ensures that you are dealing with a professional who holds the highest standards for their profession, has experience and training that is recognized, has demonstrated the ability to coach at a certified level and abides by a set of strict guidelines.
2. **Professional experience.**
 - a) **In coaching:** Years of experience, type of experience, rate of success are all questions you may have about the coach(es) you are considering. The advantage of a new coach is that you can usually work with them for free (during their certification process) or at a reduced rate. The advantage of a seasoned coach is the affinity and experience they bring (and if they've been around a while, they've been good enough to make a living at it, you know they are really good at it).
 - b) **In past work experience and/or training:** depending on the reason you seek coaching, past experience, training or professional background may be important to you. Many coaches also offer consultation as well so the match can be of great benefit to you. A professionally trained coach however can help you to create anything without having any experience at all on the subject matter. Amazing but very true! You need to choose what you trust most.
 3. **Relationship.**
 - a) **Respect:** You should always feel respected by the person you have chosen as a coach. You are number one for them

Happy Spring



and although coaching can involve some challenging topics or conversations, you need to feel that your coach has YOUR best interest at heart and your goals in sight at all times. In turn, you must feel you respect them in order to have a strong working relationship that works!

- b) Internal or external resource: We have looked at the current trend in coaching to include internal coaches (working within a company in a coaching role as a leader with coaching as part of their job description) and external coaches (coaches who make a living with this profession). When you are selecting a coach, it is important to find out if an internal coach is available or if the EAP or employer will cover coaching fees so that you know what options you have. The benefit of an internal coach is that they know your business and there is no fee for the service. The benefit of an external coach is that they are impartial, have a variety of experiences, they have a background and reputation you can verify and can be hired or let go at any time.
- c) In person or over the telephone: The final area you may want to explore is whether you want to meet your coach “in person” or over the telephone. In person can be at their office or yours. You need to ask yourself if you can have the privacy and uninterrupted time you would need if you met in your workplace or use the telephone from work. Also, being away from work allows some the ability to truly disconnect from the “to do list” and think more freely. Simply ask yourself what would be most comfortable and conducive to your current needs.

In a recent research published in 2008 by the American Management Association it was found that the main criteria for success with coaching was trust. When there is trust, you will be comfortable talking openly and you will get the most out of coaching. When you can be yourself and feel you are in good hands, there is a “match” with what you need and what you are getting, you will reap the benefits that coaching can bring. No other criteria came close to predicting the success in the goals you achieve with your coach.

We hope this article will help you to determine what you need in order to find the perfect coach for you!

Have an EXCELLENCE month!

Sylvie Gervais-Leduc

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The Art of Excellence

Upcoming Events !

Register:

online under events
at www.taoe.ca

or call

969-8827

Public Workshops

Watch for our flyer giving the details

Being Your Best Self as a Leader (using DiSC)

1/2 day workshop - May 13, 2009

Vision and Goals 1/2 day workshop - October 21, 2009

Leader's Code of Excellence Full day workshop - Nov 18, 2009

Sudbury Chamber of Commerce workshops:

Boost My Battery

DiSC for Sales

Participating in Sudbury Chapter Human Resources

Professional Association (HRPA)

HR Conference - May 7, 2009

Speaking Engagements:

North Bay H. R. Dinner - May 25, 2009

Health and Safety Conference - October 10, 2009