



How to choose a coach

MAKING THE RIGHT CONNECTION

If I had to rank criteria, I would say that making the right connection is the most important one. Because coaching is based on trust, you the coachee, have to feel like the chemistry between you and your coach is right. Meet your coach and have a conversation before you engage them.

RELEVANT EXPERIENCE

The next element to consider would be the coach's experience in a similar environment. Find out about their client list and the kind of coaching they have done before.

CERTIFICATION

There are two different types of certification or accreditation. There are a few internationally recognized governing bodies for the coaching industry, like the International Coach Federation (ICF) that is governed by a code of ethics and requires that their accredited coaches have a set of core competencies. (www.coachfederation.org).

Coaching certification can also be given by whomever the coach did their coach training with. There are literally hundreds of coaching programmes out there all over the world so this makes it much harder to compare one coach against another in terms of skill and competency, as there is no standard. Decide on what's important for you.

Oh and the last caveat is that membership is different from accreditation or certification. Membership usually just involves a coach paying money to be affiliated with a particular group. Certification and accreditation involve an exam to assess competencies.

Chomba