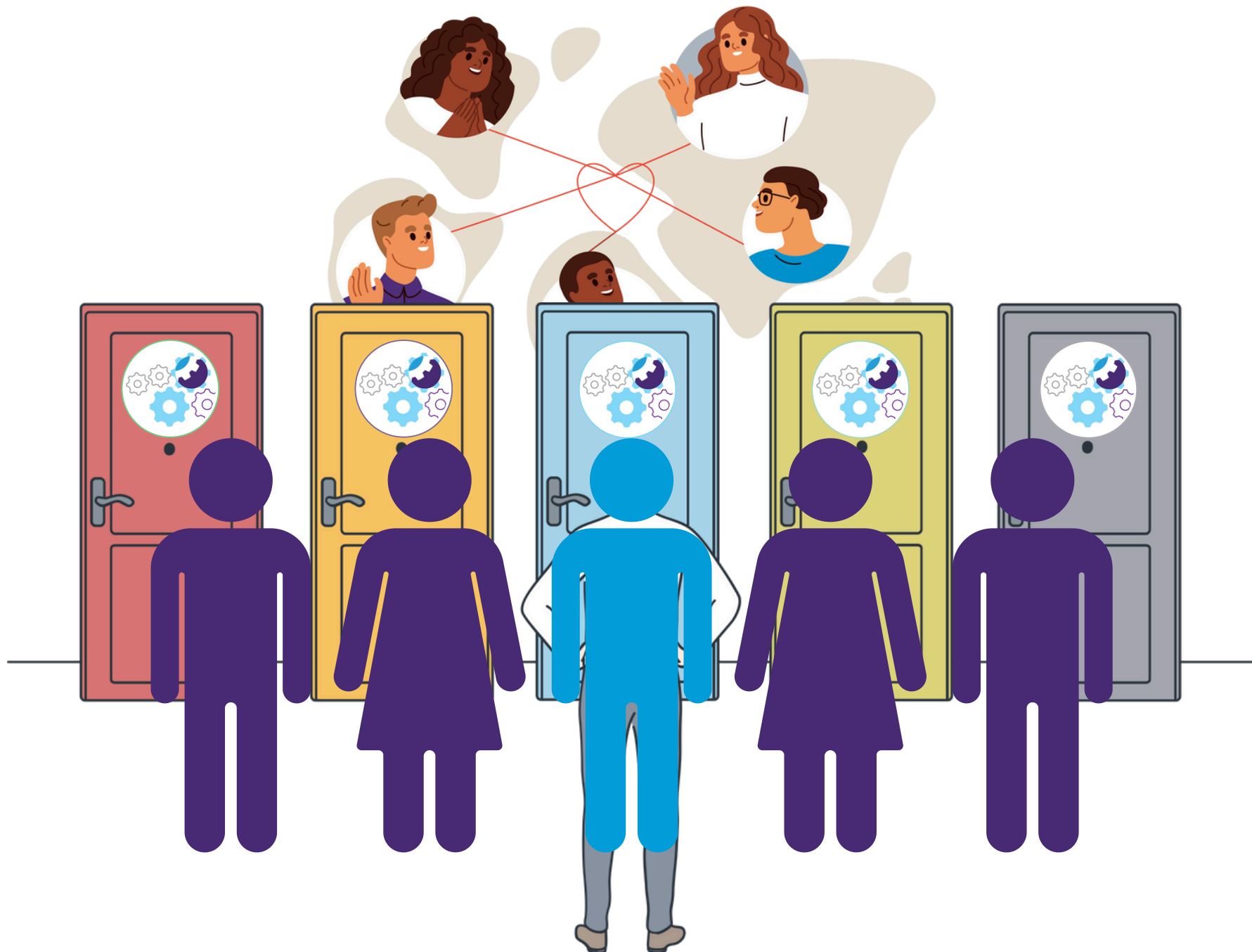


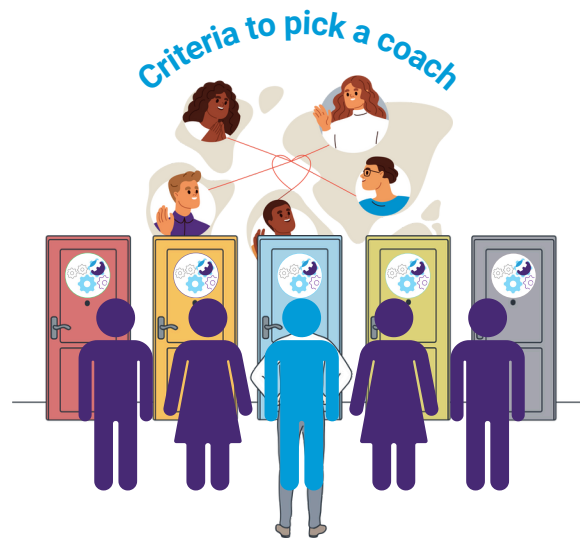
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Read this **BEFORE** hiring a coach



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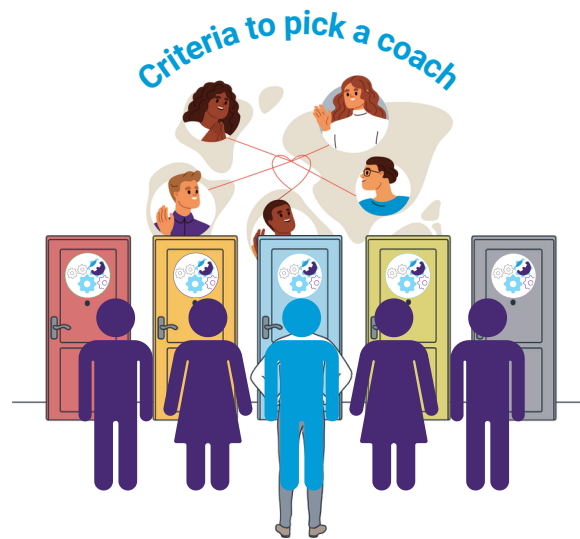
## You Are Trained, Certified, Credentialed

- **Training** provides basic knowledge (from a recognized entity or from extensive role based experience)
- **Certification** validates the knowledge and skills
- **Credentialed** requires adherence to a global standard (e.g. ACC, PCC, MCC) and is subject to ongoing training and audit

## Why it matters

- Coaching is a **discipline**, not a conversation. Coach should know how to “coach” not just talk.
- Certification signals a standard of excellence and serves as a first source of **quality** control.
- Your future can’t wait. Stakes are high. Credentialing demonstrates commitment to **growth and ethics**.

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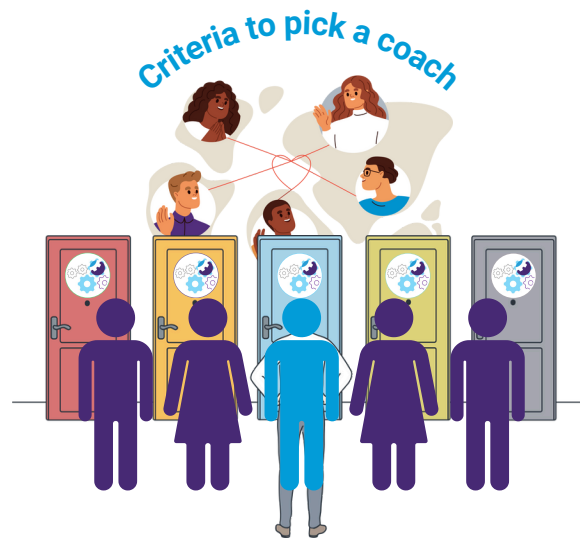
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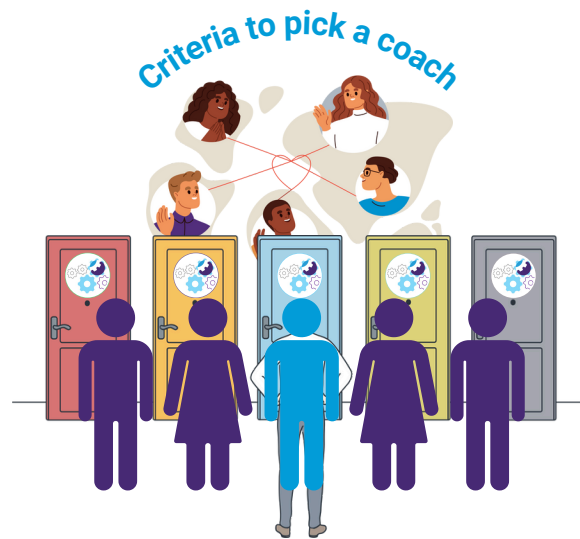
## Coach establishes Chemistry and Trust

- Do you feel safe, seen, and challenged in their presence?
- Do they ask powerful questions with nuance and care or are they giving advice?

## Why it matters

- Chemistry fuels momentum in achieving your results.
- In coaching you DON'T want to feel judged. You want to feel understood.
- The right coach experience is like having a thought partner - not a therapist, boss, or cheerleader.

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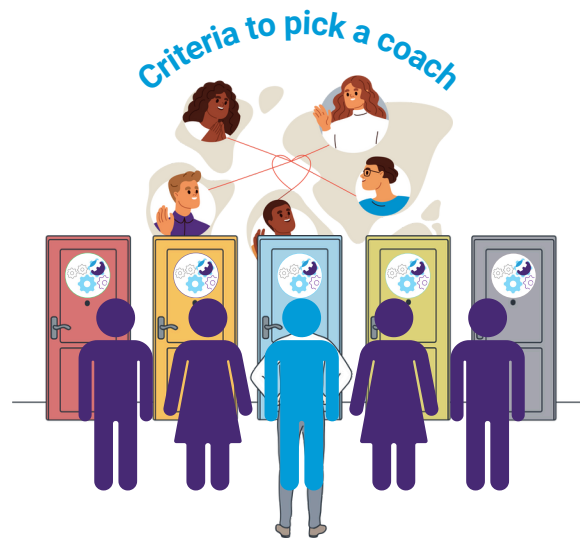
## Coach has Process, Structure, and Agreements

- Do you know what you are getting into?
- Coaching is a non-linear, often creative process. The structure of the engagement defines the boundaries from which you will explore and achieve outcomes.

## Why it matters

- Process creates clarity and defines what to expect.
- You should understand how your sessions will be structured.
- Coaching includes applied action and structure allows sufficient space for learning, reflection, as well as action.
- Agreements protect the coaching relationship.
- A messy process may affect your commitment to the process.

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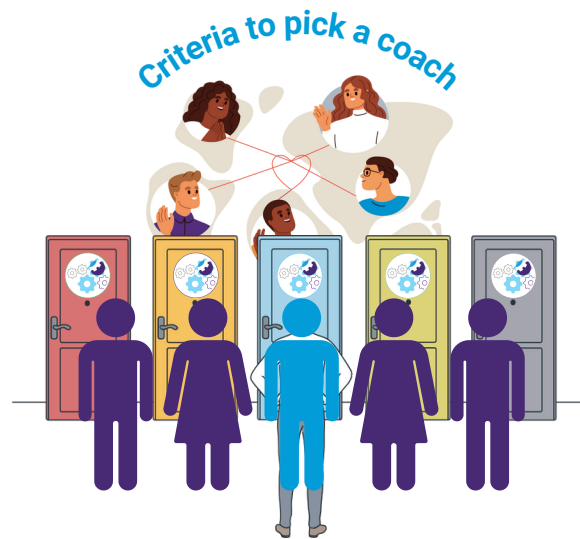
## Coach has an Approach

- Will you focus on mindset, behavior, systems or all three?
- Group, team, or 1:1 coaching

## Why it matters

- This will define the types of accountability you might have over the course of your coaching.
- You will more clearly see if challenges are structural or personal and choose how to address them accordingly.

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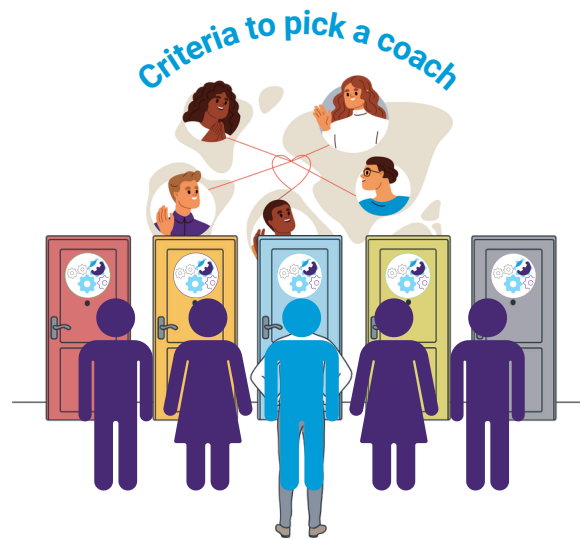
## Coach has Commitment to Confidentiality

- How will your data, conversations, and insights be captured and used?
- What systems are in place and who has access?
- Where is your coach and who else can hear you?
- Will your company sponsor get detailed reports?

## Why it matters

- Psychological safety begins with trusting the growing relationship and choosing what you will or will not share.
- You get better results, faster (greater self awareness) when you are freely able to express the truths in your circumstances.
- Credible coaches follow standards from governing bodies like the ICF or EMCC which require confidentiality, unless there is risk of harm.

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## Coach has Results and References

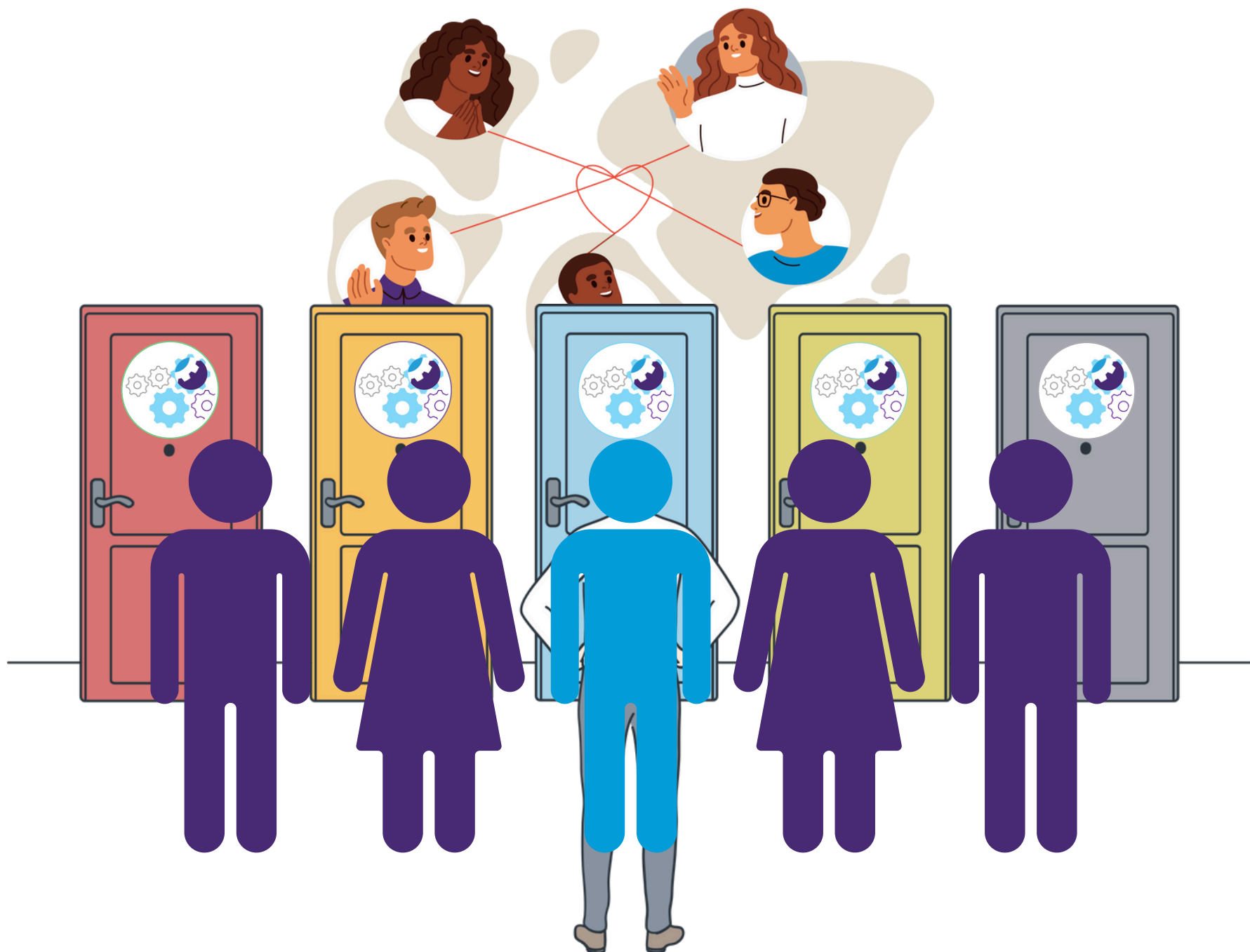
- Every coach can't support you with everything.
- Social proof can help clarify fit for your circumstances.

## Why it matters

- A great coach is able to navigate changing dynamics effectively.
- References may reduce risk for you and for your organization.



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