

Choosing a Coach

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The decision to invest in business coaching can be a daunting task. For the investment to pay off for the business owner/leader, several components must be in place. Business coaching is a tremendous undertaking, requiring courage and a strong commitment to the process. The success or failure of a business coaching endeavor depends upon four primary factors:

1. Choosing the right coach
2. Top leadership commitment
3. Key management team's willingness to participate
4. Clearly defined and communicated coaching objectives

The business owner/leader must be ready to be part of facilitated change, which is inevitably part of the coaching process. Business Coaching brings everything that is true to the table, allowing business owners/leaders the opportunity to address the big elephants nobody talks about. This takes courage, and time.

How do you choose your coach? There are many ways in which coaches come to the field. Some have formal training, and some do not. Some have valuable experience in business or in coaching, some do not. In my view, a coach can have the best training, and still be ineffective for some people as their coach. You must be very selective and particular about the coach you choose, as the relationship becomes critical to the success of the venture.

Here are some things to consider when choosing your coach:

1. Rapport - you need to like your coach. You'll be spending too much time with them not to somehow enjoy one another's company.
2. Competencies - your coach needs to be able to balance a supportive attitude while continuously challenging you to get to the next level of thinking.
3. Effective communicator - your coach must have extraordinary skill in this area, in order to maximize the effectiveness of the coaching process.
4. Versatility - your coach should be willing to meet you where you are. Process is part of every coach's repertoire, and a good coach will utilize the parts of the process that make sense for you, and develop hybrid versions of process if appropriate.
5. Trust - your coach must be able to maintain confidentiality. You must be able to imagine gaining a deep level of trust with the coach you choose. This trust develops over time, and your instincts will tell you if such a relationship is possible.

Hiring an effective coach is a transformational business and personal experience. Matching your needs with the perfect coach ensures that you'll have a positive experience.

Coach Charrise