

Don't not get a coach because the process is confusing.

360 Clarity

# HOW TO CHOOSE A COACH

Lighten your decision-making load using a few clarifying questions.

## 1. What do you want from a coach?

Industry-specific advice? It may be that you're looking for a consultant. A stereotypical consultant might review your operation, give you a to-do list, and wish you the best. If you'd like a longer-term commitment, a coach can help with that.

## 2. Can you SWOT yourself?

Do you really know your strengths and weaknesses? How do you know that others see you the same way? A coach can start your process with an assessment to give you a better view of you.

## 3. How do you prefer feedback?

Do you need direct and unvarnished? Do you prefer tactful and honest? Do you function better when you're guided to the feedback rather than having it given to you?

## 4. What do you expect to get from your investment?

Coaches will often not promise a specific outcome, but a quality process. How often will you be in contact? By phone, email, text, Zoom, other? Do you get your notes from the meetings? How is progress tracked?

## 5. Is anything preventing you from trying?

Coaches may offer 30 minute meetings which are essentially the interview. You can still choose to pay a rate to see if a coach is a good fit. Make sure that agreement does not lock you in to more service or expense than you're expecting.