



TOO MUCH CHOICE - How To Select A Professional Coach

As the Human Potential industry expands across the UK, Coaches are entering the market at an unprecedented rate. The Association for Coaching has drawn up a brief set of questions to help guide clients when seeking an effective and safe coaching experience.

QUESTIONS TO CONSIDER:

- Does the Coach have the experience, training and/or qualifications that are relevant to your needs?
- Does the coach engage in regular Continued Professional Development to ensure his/her skills are up-dated?
- Does the Coach have a Coaching Supervisor (this is someone the Coach can talk to who acts as a quality control mechanism) or belong to a Co-Coaching group?
- What is the model of practice/methodology/coaching philosophy used by the Coach and how it is suitable for addressing my current challenges?
- Is the Coach a member of a professional body such as the Association for Coaching, which has a Code of Ethics and Complaints procedure?
- Have I discussed with the Coach my expectations of coaching and the goals I want to achieve?
- Check your preferred method of working, face-to-face, telecoaching, email or a combination of two or more of these are offered by the Coach
- What are the fees, payment terms, frequency and estimated duration of the coaching sessions?
- Have the Coach and I arranged regular review sessions to evaluate my progress?
- Do I feel the Coaching relationship is necessary and beneficial to me right now? Do not be coerced into a Coaching contract unless you are satisfied that it is of use to you.

We highly advise that you discuss these points either prior to or during your initial conversations with your Coach. This will help you get the best service while being clear about what is involved in the coaching process.

GENERAL ISSUES TO BE AWARE OF:

- If you are not comfortable with the coaching relationship, then it is important to raise this with the Coach. You are the purchaser of a service - if you feel it is not meeting your requirements, and then cancel the Coaching arrangement.

- Different techniques/exercises work for different people, if something is not working for you, let your Coach know this. Your Coach will welcome the feedback.
- If you have any doubts about the coaching you are receiving, discuss these with your coach, and if still uncertain, seek advice from the Association for Coaching
- If you feel uncomfortable, undermined or manipulated at any time within the session discuss this with the Coach. It is easier to resolve issues as and when they arise.
- If you have contracted for individual sessions with your Coach you have the right to terminate Coaching at any time. If your coaching is part of a programme or if you have signed a contract for a set number of sessions you may incur a financial penalty.
- As with counselling and psychotherapy it is not in the client's best interests for the coach and client to be engaged in a sexual relationship and research supports this view.

These guidelines have been produced in conjunction with Professor Stephen Palmer PhD - a leading authority on Coaching Psychology in the UK who is Director of the Centre for Coaching - and Kasia Syzmanska, a Chartered Psychologist and Coach

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The AC is an independent non profit organisation, with the goal to promote best practice, raise awareness and standards across the UK & Ireland Coaching industry, while providing value added benefits to its members – whether they are professional Coaches or Organisations involved in Coaching