

## Tips for choosing a Coach

What essential questions should you ask a coach?

Here are some useful TIPS for choosing a coach and it gives an indication of the range of coaching services you are likely to find.

Whether we coach you or not, we want you to be informed to make the best decision for you.

### 1) Coaching qualifications:

What are their qualifications or certification as a Professional Coach?

There can be a wide difference in qualifications and to call yourself a coach you don't need any formal qualifications.

Amanda's qualifications are acquired through 18 months of practice and study through *The Coaching Institute*, Australia's leading provider of Executive and Life Coaching training. The Coaching Institute is Accredited with Nationally Recognised Training, The International Coaching Federation and Association of Coaching Training Organisation. In addition Amanda holds qualifications in Counselling and Communication, Training and Assessment, Train the Trainer, Neuro Linguistic Programming and Clinical Hypnotherapy – *all qualifications have been acquired through Accredited and Nationally Recognised Training Providers.*

Other certifications exist, so be sure to ask what is entailed? For instance was it a weekend course or several years study and practice? Ideally they should have a Coaching qualification from a recognised organisation which should have included both practice and study over a period of months if not longer.

Coaching organisations are now plentiful. Well known ones exist and the standards for these have become more rigorous in recent years. A decent accreditation will show that specified training and experience has been undertaken and a prescribed standard passed.

### 2) Bound by a Code of Ethics

Coaches are often bound by their standards and guidelines and so you know how they work and any issue can be referred to them. This can give peace of mind and is not an insignificant back-up for you. You should be able to ask to see their 'Ethics or values' and 'terms and conditions'. There may be details in a contract. Contracts are often used to explain ethics and responsibilities. It is important to understand that you call the shots for the Coaching. If you are not happy with anything, you say so.

[Read our Code of Ethics](#) – download from the resources page on our website.

### 3) Related Experience or skills / Professional Bodies

In addition to Coaching and training organisations a coach may be a member of, or affiliated to, other related bodies and may possess complimentary skills. For example some Coaches may be

Hypnotherapists, Counsellors or Psychologists. Ask if their qualifications are up to date. They should be willing to show evidence of certificates. Don't be afraid to ask.

Amanda is a member of the Career Development Association of Australia. In addition she practices Clinical Hypnotherapy and NLP and through this is a member of the Australian Society of Hypnotherapists and International Medical and Dental Association. She is very happy to explain exactly how her skills are of benefit to you in our coaching.

#### **4) Where does the Coaching take place?**

Working via Skype is the most common format as this offers flexibility regarding location and out of hours access to suit busy lives. Many clients prefer the relaxed nature of being in their own home and saving in travelling time. However we also meet clients in person, which is great if you are located either in Sydney CBD or Eastern Suburbs. If you live elsewhere, with fewer coaches to you, then settling for Skype coaching is not settling...you don't have to be face to face for great coaching. Email and phone is also used between sessions for messages and updates.

#### **5) How much does a Coaching cost?**

Prices vary coach to coach and can also be charged on ability to pay. Our Personal Coaching rates are offered on a sliding scale and based on single product and/or package options which cover session times and provides access by phone or email contact in between sessions. Contact us today to learn more about a package that suits your needs.

#### **6) What are the payment terms I should expect?**

Payment is usually asked for in advance of each session which is standard practice. It ensures that the coaches' time, which is their key resource, is 'respected' if the client fails to show.

Payment is either by cash, cheque or on-line via payment using credit card or bank transfer.

#### **7) How do you know if a coach is any good?**

Check out their testimonials – see what people are saying about their experiences and the results they are achieving.

Finally – the "Proof is in the pudding" ....You will know because your motivation, clarity and overall results in your job search will improve. You will feel relaxed and comfortable with your coach. You will feel begin to trust in the relationship you are building with your coach and you can be open and honest and see them as the same.