

## **Choosing the Right Coach for you**

If you're reading this, you've probably decided, or begun to conclude, that coaching might just support you. We have found that while coaching is a wonderfully effective process it is, above all else, a relationship and it is vital that you work with the "right coach for you"!

The "right coach" might be someone who has similar personal or professional background to yourself — or quite a different one — or they might simply be someone with whom you feel there is great chemistry. Regardless, we believe that the coach-client relationship is vital to the success.

With this in mind, we offer you a choice of coaches, who have been chosen for the following reasons:

### ***Diverse backgrounds.***

We work in partnership with a group of carefully identified coaching associates, each of whom has broad life experience and a relevant professional background. The professional backgrounds of our coaches include management in corporate and not-for-profit sectors, media, sale & marketing, education, financial services and pastoral care.

### ***Appropriate qualifications.***

In addition, each of our coaches has been selected on the basis of their professional competence, including successful completion of professional coach-specific training. Each coach has the Diploma of Professional Coaching qualification from Coach School — the highest level of professional coach training offered in Western Australia, and amongst the highest offered across Australia.

### ***Assurance of ethical conduct.***

All our coaches are also members of the International Coach Federation (ICF), the implication of which includes their agreement with, and commitment to a pledge of professional ethics and standards of conduct, including coach-client confidentiality, the need to establish clear agreements, possible conflicts of interest, and other matters which assure client safety and respect. Your coach will provide you with a copy of this pledge at the out set of the coaching relationship.

## **How do I know who is the best coach for me?**

### ***1. Be clear on what you want.***

Be clear on your reasons for hiring a coach. What is it that you want to achieve? Just as you want a coach that's right for you, so too, coaches like to work with clients they believe they can assist. If you're clear in what you want, prospective coaches can support your search by indicating if and how they can help you.

### ***2. Trust your sense of attraction.***

Second, remember that a synergistic relationship is sometimes more important than the coach's specific experience. What you want is a collaborative partner — someone you can work and create with, not just someone who gives you advice. So, notice if you're attracted to the coach as a person, and whether you like their personality and

communication style. This is vital if you are to develop a close working relationship. This means you'll need to have a conversation with them first, just to see if there's a good comfort or fit between you both.

***3. Try before you buy.***

Third, take the opportunity which our coaches offer, of a complimentary coaching session. Discuss any current challenges or opportunities you're facing with the coach and get a feel for how the coach would work with you, and for their personal style and approach.

***4. Ask for references if you feel you need to.***

Lastly, if you want further information, ask the coach for references from current or past clients, particularly those clients who were similar to you in some way. By speaking with them, you'll form a clearer opinion as to how well the coach can help you.