

## “7 Critical Questions to ask Before Hiring a Coach”

1. **Why did you become a coach?** Why is this an important question? Learning a bit about this person who you are going to spend time and money with is crucial. A coach’s background is an interesting element to how they are as a coach. Also, do they claim to be a coach in everything? “Life” coaching baffles me. Its too broad! Most successful coaches specialize...business, personal, relationship, health, exercise, family, etc.
2. **What qualifications or life experiences make you good coach?** Coaching isn’t something you can learn from a book or course. I have found my best mentors have little or no formal training but real life experiences that have made them a great coach. What businesses have they owned? Did they come from a corporate or entrepreneurial background?
3. **What is the best results you’ve achieved with a client?** This is where you can determine how they might help you. Were the results big or small? Long lasting or a temporary bandaid? Did they encourage feedback along the way to ensure they were staying on track with the clients goals?
4. **How are results measured with your clients?** Does the coach have measurable ways to determine results? Are there “check-ins” along the way? What were the action steps in-between coaching sessions?
5. **What are some of the biggest challenges you’ve experienced in your business that would make you a good coach?** Why is this important to know? If a coach has had “smooth-sailing”, without challenges, how can they coach you through your own struggles? Do they understand what a “Safety Net” is, an “Exit Strategy”? How did they overcome their challenges in their businesses?
6. **Be very clear what BIG problems you want solved so you can straight up ask the potential coach if they are qualified to solve that problem.** While this isn’t exactly a question, it’s a very good tip! A coach is only as good as their client will allow them to be. What does this mean? If you, as the client, don’t know the direction of where you’d like the coaching to go, it makes it hard for the coach to lay out a plan. This leads into Vision! It’s always a good strategy to discuss your overall vision before coaching begins.
7. **What happens after our coaching is completed?** Does the coach have a higher level of coaching or a group to enter to stay in touch after your done? How about check-ins? Annual events or retreats? Coaching isn’t a “One-Stop Shop” experience but rather a continual guidance as your business grows and changes.

Katie Drew-Jensen

“Awaken the Speaker Within” Academy and Retreats