



HOW TO
COLLECTION



CHOOSE THE
RIGHT COACH
FOR YOU

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Life coaches, Business coaches, Sport coaches, Spiritual coaches etc there are many types of coaches and it can be a bit overwhelming to choose the right support.

If you are reading this guide it's because the idea of a coaching relationship is appealing or from what you know coaching may help you deal with the professional challenge you are facing but you're also not quite sure what it is you need or want.

In the next few pages I will clarify the best way to choose your coach and I'll throw in some coaching etiquette so you know what to expect.

I hope this serves you.

Carine

PART 1- ASSESSING YOUR NEEDS



WHAT IS COACHING?

There are probably as many definitions as there are Coaches, the one I use is: a mutually agreed relationship where the Coach enables the Coachee to take full possession of her skills and talents so she can achieve her objective as an autonomous and responsible individual.

Basically a Coach assumes you can, he/she assumes your desires and objectives are valid and attainable. You just need temporary support to work it out, get a plan in place and see it through.

A coaching relationship shouldn't last years however some people do like to use a Coach at different times of their life when they feel they need the support to move on to the next level or phase in their life.

WHAT IS THE MATTER WITH ME?

If you're thinking about working with a coach it's because you're not feeling on top of your abilities or have a big project and you want support getting over the situation. The situation may fill you with anxiety, frustration, resentment or other emotions however you believe that it can be solved but you have no idea how. Here are some examples, I've deliberately chosen a variety, not just professional ones:

"I'm coming to the end of my studies and I still don't know what I want to do? I'm feeling more and more anxious about this and not sure where to start."

"My children have left home, I understand it's the end of one chapter and the start of a new one but I'm not sure I'm equipped to start this new chapter."

"I've separated from my partner, I'm quite relieved as it'd been bad for a while however I don't know how to move on, trust me I want to but how?"

"I've been in this job a few years now I feel I'm not getting the recognition I deserve, I'm demotivated but I don't know whether to stay or go? not sure what I want? Not sure what I can do?"

"I think I can be a better manager than I am, a leader. I'm frustrated at how I behave sometimes, I could be and give so much more but not sure how to gain the trust and the respect I need."



OK, I guess you get the gist. One thing these people have in common is that they somehow **sense that there is a way out, that it can be better** even if they have no clue where to start.

This is important as this inner feeling that it can be better, that there is hope, is a sign that what you're experiencing is not depression.

Let me be clear, I am not saying that if you don't believe there is a way out you're clinically depressed but when you're feeling deep down that there is no solution and all hope is lost, and if the feeling persists it could be a warning sign and you may want to speak to your doctor.

Understanding what is the matter is important to see what type of coaching may be good for you. You don't have to hone a specific objective in detail but like the examples above these people are quite clear about what bothers them.

AM I "COACHABLE"?

On the face of it everyone is "coachable" however there are 3 questions you can answer to confirm if you are ready for a coaching relationship:

- **Am I ready to dive in?** you don't have to share your most intimate secrets with your Coach however you need to be able to openly and honestly discuss parts of your life you may not normally discuss. Most coaching sessions will also have an 'aftermath' by this I mean stuff will shift and move in your head, sometimes it can be uneasy but it's part of the process my friend!

- **Do I have an open mind?** as Einstein said "you cannot solve a problem with the same level of consciousness that created it". If you are not willing to try a new approach, look on your challenge from a different angle and you already know ALL the answers then coaching isn't for you.

- **Am I ready for action?** a coaching relationship is an active one, don't expect your Coach to give you the answers that's not his/her job, their job is to enable you to gain/regain your power so you can move forward (with your answers/actions). From time to time a Coach can make a suggestion but they will always ask for permission.

Although your Coach will go at your pace he/she will challenge your excuses, your stories, your "yes, but" if you are consistently not seeing through your actions.

I suggest you are very honest with yourself when answering those questions, it will save you money, energy and probably heartache. And it may only be a question of timing, trust your instinct to lead you to a Coach when the time is right.



WHAT TYPE OF COACHING FOR ME?

Coaching is sometimes referred to as a form of short-term therapy, although I'm not keen to use this term as I don't see myself or my coaching colleagues as therapists. However I cannot deny that the basis of our tools is often shared with psychologists.

As such there are many schools of thought and several approaches: Neuro-Linguistic Programming, Narrative therapy, Systemic Method, Transactional Analysis to name a few.

If a particular approach really speaks to you then you can find a coach who uses this method. However most coaches have a range of tools at their disposal and they will use a tool depending on the individual's needs at a given moment. And in my experience, most people do not care much for the technique used as long as they move forward and achieve their goal.

Coaching vs consulting?

There is often a confusion here. A great Coach is not automatically someone with years of life experience (Marie Forleo is a great example as she started off in her early 20s) who is going to share great pearls of wisdom to help sort your life out.

A great Coach however will enable you to stand on your own two feet when you didn't think that was possible so you can take action and make decisions that are best for you (remember: autonomous and responsible). That being said there will be times when a Coach may share some advice but they will always ask your permission to do so (and you can say no!).

A Consultant will answer your question, you may or may not learn how to answer it yourself next time it comes up. A Consultant's job is not to help you work on your mindset so you break through internal barriers and come out mentally stronger & more resilient. These last 2 points are THE key differences between a Coach and a Consultant.

PART 2 - HIRING A COACH

HOW TO FIND A COACH?

Let's be honest Coaching is largely an unmonitored industry and everyone and anyone can set himself up as a Coach and if you add to this the internet...well, let's just say that there are maaaany ways to find a coach ;)

Recommendation: that's ideal, you get a recommendation from someone you know and trust.

Professional bodies: there are several bodies (ICF, IIC&M, EMCC, GMCA and these are only some of the international ones), they each have slightly different criteria. They tend to be more focussed on professional/business coaching rather than "life" coaching however they offer reassurance if you do not know anyone. I am part of the EMCC (European Mentoring & Coaching Council) in case you are wondering, it's important for me to promote a professional approach to Coaching.

Google/Directory: that can be useful if you want to find someone in your area however with a total stranger please use common sense: check them out, ask questions, if meeting them face to face do tell someone who you're meeting and where, don't meet them in their home or your home if you are alone.

WHAT ARE THE CRITERIA TO DECIDE ON A COACH?

So by now you should have a list of 2 or 3 potential coaches that you believe are right for you. How do you go about choosing one?

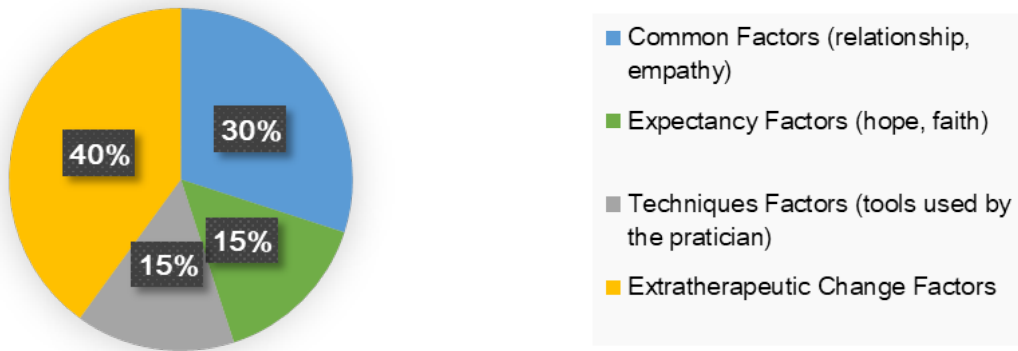
If you can afford it (or if they do free discovery call) I suggest you meet up or have a phone conversation with each Coach on your shortlist. That way you can understand how they work and if they are right for you.

Here is some research which highlights an important point about about therapy in general, not just coaching:





Factors of a successful therapy*



Source: Michael J. Lambert "Psychotherapy outcome research: implications for integrative and eclectic therapists" *

Hum, so the conclusion here is ... that the relationship you develop with the person you are working with is pretty key (30%).

Think about it, you are going to discuss your life, sometimes intimate details, maybe show a side of your personality you don't normally show, a good, trusting relationship is important.

In order to build this trust there are some basics, if you cannot see these attributes in your potential Coach, run!

- **Active listening:** need I say more? Your Coach will ask questions but then will listen with immense intent to your answers. Sometimes they will stop you to ask you to repeat a point as they want to be crystal-clear on what you are saying (and they want you to be crystal-clear on what you're saying!).

- **Kindness and empathy:** and that doesn't mean goeey, yes-man. It means someone who will treat you with respect, see the best in you, want to connect with you and support you to bring out the best in you.

- **Non-judgement:** that's critical!, your Coach must never look down on your experiences or your opinions. If they have a serious issue with your values then they must inform you that they cannot carry on working with you and do so in a professional manner.

- **Confidentiality:** everything discussed with your Coach is confidential and not to be shared externally within legal reason. This is important with 'third-party' coaching, more common in business coaching, where your company pays your Coach. Whether you have a kick-off session with your Coach and HR/Manager or not to set up the framework, your Coach must NOT share the content of your sessions with your HR contact or Manager.



If you are in doubt raise it with your Coach and if you are still in doubt inform said HR/Manager that you do not wish to continue the relationship (this is VERY bad form so consider your future with a company behaving in such a manner).

Trust your instinct/intuition/gut feel, whatever you want to call it. If someone has been recommended to you and on the first conversation the connection isn't there, be wary. Yes, do meet them if they are meant to be so wonderful but if the connection is still not there move on, they may be great for your friend but not for you.

There isn't a recipe for assessing whether you connect or not, YOU will know. If you connect with your Coach the conversation will be easy, you will look forward to your session, you will have respect for your Coach and there will be a sense of partnership (NOT a doctor-patient relationship).

Others criteria to consider:

- Location: do you want only in-person sessions? Do you prefer skype or phone?
- Working hours: can you only do evening sessions? Week-end only?
- Price: prices varies wildly so make sure you are clear on the pricing structure. What payment methods do they accept? Are payment plans available?
- Supervision: is your Coach supervised? Does he have a Master Coach or a supervision circle he regularly attends to check his practice or discuss a difficulty he may have with a client. There is no obligation for this but it is a sign of how seriously your Coach takes his practice. Yours truly is supervised!

WHAT TO EXPECT AT YOUR FIRST SESSION?

It is an important question but hard to answer as every Coach will be different. You can expect a first session to last at least a couple of hours or more – agree upfront so you allow enough time in your diary.

The Coach will set out his framework if he/she hasn't done so in your introductory call – session format, pricing, any specifics he/she has about their practice. If anything is not clear do ask, sometimes jargon may slip in so just clarify. He will usually propose a contract that both of you will sign. It covers the points mentioned earlier, read it through and ask if anything is unclear.

Then he/she will ask you about the reason you are here and ...it's over to you! Some coaches will propose 'homework', however it's always up to you. It is quite likely that you will be keen to put what's discussed into practice as you are motivated to change your situation.

At all times be open and say if something is not working for you. As I mentioned earlier it is not a doctor-patient relationship, YOU are in charge so speak up.

A BIT OF COACHING ETIQUETTE...

The No1 thing a Coach wants from you is honesty and it's for your own good: if you are lying to your Coach you are lying to yourself, it won't affect him (it may annoy him!) but it will affect you.

A Coach is not a medium, they cannot second-guess what you mean or what you don't say. So say EVERYTHING you want to say, please, even if it is little by little, they won't mind.

A Coach will ask questions, lots of questions, sometimes similar questions. Don't get annoyed, they want you to say everything that's on your mind (see above).

A Coach will repeat what you say, again don't get annoyed. They want to check they understood you correctly and they want you to hear what you say. Trust me I've been a Coachee, that's powerful stuff!

IN CONCLUSION

Embarking on a coaching relationship is probably one of the key life decisions you will take. It means you are ready to gain or regain control of your life, your career and you believe you are worth it. It will not always be easy, true personal development rarely is, but it will be rich, deep and empowering.

By engaging in an open & honest coaching relationship you can transform the way you work and therefore you are perceived. Through coaching you will learn how to make the best of your talents and skills which put you in good stead to be your awesome self at work.

So do your research, take your time and choose carefully.

I sincerely hope you have an awesome coaching experience!





I hope this guide is helpful, if you think so, tell your friends & colleagues.

If you have suggestions, questions or comments contact me at carine@carinesanjuan.com

And I will be delighted to invite you on a discovery call to assess whether we could work together so you can rise to the next level in your career.

Carine

* This chart uses the data (40,000 cases between 1970 and 1986) summarised by Michael J. Lambert in "Psychotherapy outcome research: implications for integrative and eclectic therapists". He grouped the factors of successful therapy into four areas, ordered by hypothesized percent of change in clients as a function of therapeutic factors: first, extratherapeutic change (40%), those factors that are qualities of the client or qualities of his or her environment and that aid in recovery regardless of his or her participation in therapy; second, common factors (30%) that are found in a variety of therapy approaches, such as empathy and the therapeutic relationship; third, expectancy (15%), the portion of improvement that results from the client's expectation of help or belief in the rationale or effectiveness of therapy; fourth, techniques (15%), those factors unique to specific therapies and tailored to treatment of specific problems.