

What to consider when purchasing business coaching

The following information is sourced from the Standards Australia Handbook on Coaching in Organisations (2011) and gives tips on:

1. When to use coaching
2. Identifying the coaching need
3. Identifying the type of coaching required
4. Selecting coaches

1. When to use coaching

Coaching is appropriate when:

- A complex development need has been identified by an employee and their manager that is best met using a one-to-one helping process.
- Other interventions such as training have failed, or are unlikely to deliver the desired outcome in time.
- A just-in-time solution is possible and desirable.
- A coachee is receptive and open to the idea of being coached.

Coaching should not be used:

- If there is no clear goal or objective for the coaching.
- If the coachee objects to coaching.
- As a blanket solution to all performance problems.
- As a substitute for normal management, mentoring or personal counselling.
- As a substitute for ongoing professional development.

2. Identifying the coaching need

What change does the coachee/organisation want to see?

What does the coachee need to change or develop in order to achieve those desired outcomes?



3. Identifying the type of coaching required

Having identified the coaching needs, it is useful to consider what type of coaching is required to obtain the desired outcome (skills, performance, developmental and remedial).

4. Selecting coaches

Coaching is an unregulated industry. Anyone may use the title coach, and there is no global or national regulatory body empowered to determine who is appropriately qualified to coach. Indeed, less than half the estimated coaches in the world belong to representative coaching bodies. This means that purchasers should be prepared to explore the qualifications, skills and experience of potential coaches.

Exploratory questions for coach selection include:

- Do they hold coaching specific qualifications?
- Are they engaged in regular supervision of their coaching practice (one-to-one, peer or group)?
- What theoretical perspectives and methods underpin the coach's approach?
- Is the coach able to discuss the evidence base for their approach?
- Does the coach demonstrate an understanding of your context?
- What experience does the coach have in this or similar industries?
- Does the coach hold an appropriate level of Professional Indemnity and Public Liability insurance?
- Do they hold membership of profession or industry bodies?
- Do they abide by a code of ethics?
- Would you be happy to be coached by this person?
- Does the coach demonstrate interest, listening and respect in their dealings with you?

For more information on coaching or to book a session, please contact me:

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