



**Corporate Coaching Partners**

enabling leaders to realize their potential

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## **Guidelines For Selecting A Coach**

### **Introduction**

Selecting a coach may be one of the most important decisions you will ever make in your career. Choose well and you will have a long term partner who will help you get to where you want to be, whether you define that in terms of career progression, delivery of results or your own sense of inner satisfaction.

Using a coach successfully is all about trust, mutual respect and the development of a committed partnership between the two of you.

A coach will constantly question and probe to ensure you have thought through the implications of your actions, uncovered all the angles on a problem, seen your blind-spots, tested your assumptions, confronted your inhibitions, taken effective action, did what you said you would do, and reflected on how you could do it all better next time.

So, the two of you better get on!

### **Some background on Corporate Coaching Partners**

By choosing a coach from Corporate Coaching Partners you can be assured of the following:

- All the coaches are highly trained to standards set by the International Coaching Federation;
- The coach will have a successful career track record;
- The coach will have deep knowledge of Asia;
- You will be able to choose from a team of coaches, able to draw upon well tested methodologies, shared learning and professional support;
- We can produce written case studies, media articles and personal references to demonstrate our integrity and professionalism as specialized coaches

By choosing a coach from Corporate Coaching Partners, you get access to the resources of the firm. All our coaches have the option to involve other coaches with specialized skills when needed. Therefore, if you are unsure about your choice, you may state your preference for some collaboration with more than one coach.

### **On choosing a Coach**

The factors that influence whether you work with a particular coach ought to include the following:

- Relevance of career experience and qualifications;



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- Personal chemistry and level of trust;
- Level of similarity or diversity you need in terms of age, cultural background, ethnicity, language etc;
- The coach's understanding of your needs;
- Coaching style that you would like the coach to adopt;
- Professional experience as a coach and the relevance of the coaching methodology he/she uses;
- The working pattern and frequency that you would prefer;
- The ethics and standards that the coach adheres to.

Before confirming your choice of coach you should do the following:

- Check the resumes of at least three coaches;
- Check personal references of the coach;
- Check level of certification by the International Coach Federation;
- Review the CCP web site and other reading materials provided;
- Have a telephone interview with one or two coaches that have the closest fit;
- Meet informally face-to-face with your preferred choice to see if the chemistry and personal fit feels right;
- Get advice from your boss, mentor or HR leader

Be aware also of what a coach is not. We do not provide therapy, marriage guidance or counseling or legal advice.

Bear in mind that choosing a coach will always involve a compromise and you may have to accept a coach that approximates closest to your needs. However, as professional coaches we have the ability to flex and adapt our styles; coach a client in a directive manner one day, and be reflective with another client the next.

We often get asked how a coach can help without having the detailed technical and professional knowledge the leader needs to do their job. In response we point out that we do indeed coach highly specialized and technical people, and one thing is very clear to us...at the leadership level in any industry the factors that make the high performers stand out is the ability to set a clear direction, build commitment behind that direction and focus people on the delivery of results. These areas of leadership effectiveness are exactly where the coach can have an impact.

Our role is not to tell you how to do to do your job – but to help you become a better leader

Corporate Coaching Partners Ltd.

<http://www.corporatecoachingpartners.com/>