

comma PARTNERS

How to Hire a Coach

The Brief

The first thing to think about is your brief.

Here are some basic details for you to think about as the hiring client.

- **Type of coach.** What type of coach do you need? A personal development coach; a business coach?
- **Objective.** What do you want to achieve as a result of the coaching? What will success look like?
- **Audience.** Who needs the coaching. An individual or a team. What's their level in the organization?
- **Background.** What's the context for the coaching request?. How to deal with conflict, or under-performance, or how to take an individual or team from good to great? How to improve emotional intelligence? How to become more resilient?
- **Background to the individual/team.** What scenario has resulted in the need for a coach. Development of a high-flyer, teething challenges with someone newly promoted, behavioural challenges? Readyng someone to take on-line management for the first time?
- **Frequency.** How frequently do you envisage coaching to be needed?
- **Contract.** Who will receive feedback on progress? The individual/team only?