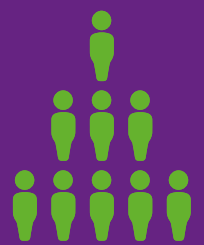


7 WARNING SIGNS TO WATCH OUT FOR WHEN HIRING AN EXECUTIVE COACH

1

THEY HAVEN'T WORKED AT THE TOP

If your Coach doesn't have any senior level experience of their own it might be more difficult for them to cut through and see the unique issues you're experiencing. This may have an impact on how quickly they can help you identify and deliver highly relevant and practicable solutions.



2

THEY HAVE LIMITED EXPERIENCE AS COACHES

Coaching is an increasingly popular profession but not all Coaches are created equal. Can your Coach demonstrate vast experience of coaching clients who work in senior roles? Executive coaching requires a different skill set which you're unlikely to find in people trading as Life Coaches.



3

THEY COACH 'ON THE SIDE'

A good sign of a great Executive Coach is if they can sustain a full-time coaching practice. This is strong evidence that they have a good stream of satisfied clients. If your Coach is coaching 'on the side', they are unlikely to have as much experience or have invested as much in their professional development as a full-time Coach.



4

THEY DON'T PARTAKE IN CPD OR SUPERVISION

It's essential that your Coach partakes in CPD and supervision to make sure they are expertly prepared to deliver first class coaching. If your Coach isn't being supervised by a qualified Supervisor that presents an immediate safeguarding risk and legal liability risk that must be addressed immediately.



5

THEY ARE NOT QUALIFIED COACHES

Is your Coach qualified? Do they have a range of coaching and coaching-related qualifications? Even if your Coach is a very educated and respected professional this does not necessarily mean they have the skills they need to be a good Coach. Coaching qualifications and accreditations enable your Coach to deliver a broad and deep coaching experience.



6

THEY DON'T HAVE PASSION FOR PERFORMANCE

Coaching is not just about talking through your problems - your Coach should be passionate about helping you focus on the step changes you need to make in order for you to meet your goals. They should also be prepared to hold you to account for your outcomes and help you to get back on track if you lose your way.



7

THEY DON'T MEASURE ROI

Your alarm bells should be ringing loudly if your Coach is unable or unwilling to track, measure and report the ROI of the coaching assignment. The ROI of coaching can be easily measured without breaching client confidentiality and should be a transparent part of the coaching process.



Executive Coaching is so much more than a 'nice-to-have', it's an important commercial activity that will propel your career and drive forward your performance and productivity.

Can you afford to get it wrong?

Make sure your Executive Coach makes the grade by watching out for these warning signs. Notion's professional, qualified and experienced Executive Coaches all have a passion for performance and a strong focus on helping you generate sustainable results for you and your organisation.

Find out more about how Notion's team of world-class Executive Coaches can help you by visiting www.BusinessCoaching.co.uk/Executive-Coaching or simply call the Notion team on +44 (0)1926 889 885.