



HOW TO CHOOSE AN EXECUTIVE COACH

WHO IS PERFECT FOR YOU

2019 EDITION

#1

KNOW YOUR OPTIMUM OUTCOME

Before approaching any coach, you need to be clear on what exactly you want to get out of your executive coaching engagement.

The next promotion, a long overdue salary increase and overcoming frustration or procrastination at work are all great outcomes.

Yet, the executive coaching landscape is changing; more often than not, executive coaches are sought after to support in increasing sales or revenue numbers and simply to have a safe space where one can strategically brainstorm and disrupt one's thinking to design a better business future for clients, team members and oneself. We all know that it can be lonely at the top and that a trusted environment (without any hidden agendas and political games) is very rare nowadays.

Knowing what success looks like for you is important to ensure you get the most out of your investment in yourself and avoid disappointments.

💡 Tip:

If you are not 100% clear on what your optimum outcome is, but you know for sure that something in your professional life is out of alignment, then let your executive coach help you to define your optimum outcome in your 'meet & greet' or in your first executive coaching session.

And remember, you can't improve what you can't measure. Your executive coach is trained to help you with that, too.



#2

MEET & GREET TO CONNECT

Executive coaching is a substantial investment in your professional and personal development. To make sure that you trust and resonate with the sparing partner of your choice, as a person and as a proficient executive coach, I highly recommend meeting your coach before you commit to any longer-term arrangements.

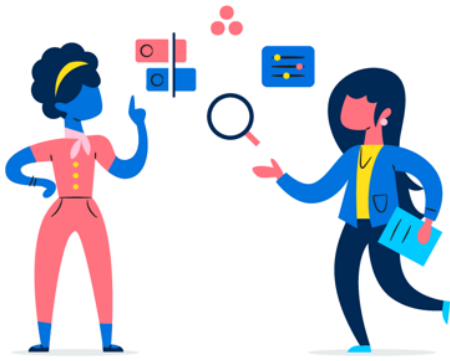
At a minimum, your coach should give you the courtesy of having a quick conversation over the phone.

I always recommend a face-to-face conversation so that both, you as the client and the coach, can make a well-informed, conscious decision about a successful executive partnership before signing any longer-term coaching agreement.

💡 Tip:

Even though a good recommendation is very valuable, coaching is something very personal. An excellent executive coach for your best friend might not be the best executive coach for yourself.

Trust your intuition. Your intuition is based on your own, very personal, intrinsic values. They act like an inbuilt guidance system. If you don't have a congruent feeling about someone, then go ahead and find another coach. Make sure that you find the right one for yourself. And be reassured that there is a perfect executive coach for everyone.



#3

LOOK FOR RESULTS FIRST

Coaching is a non-regulated industry at the moment. Therefore, it is highly recommended to ask for coaching related certificates. Coaching relevant certifications and qualifications will give you a great indication that someone has proficient expertise in coaching-specific processes, ethics and etiquette.

However, just as important as the qualification on paper are the practical results and real-life examples an executive coach has achieved with other clients.

💡 Tip:

Everyone is a coach now. I have spoken to a lot of coaches who have sales or recruitment background who now call themselves executive and business coaches. In these cases, it is recommended to ask for testimonials or reference clients to make sure that they achieve results consistently.

And again, trust your gut feeling. If a story doesn't add up or you sense an incongruency then talk to another coach. You will find the right one for you for sure.

#4

UNDERSTAND THE CONTEXT

There is a common misconception by clients, that their executive coach must have experienced and mastered the exact same situation they want to work on.

This is not the case, because the basis for executive coaching is context and not content. An executive coach doesn't have to be a subject matter expert (SME) in the area of your expertise or in your industry to be able to help you to accelerate your desired results.

If you want guidance and advice, you might want to consider working with a mentor, business advisor or management consultant; someone who has done what you want to do successfully, again and again.

A certified executive coach is more focused on 'the being' who determines 'the doing' and is trained to ask the executive client into insight, instead of telling them what to do. S/he is an SME of the processes and strategies of the brain (thoughts) and body (emotions) expressed by specific human conduct (behaviours), which determine the results you see in your life (outcomes).

💡 Tip:

Even though it is not necessary that an executive coach was an executive in a previous professional life, having experience as an executive surely helps the coach to reframe the executive client's perspective and to create relevant and meaningful metaphors as part of the coaching process.

Also, if one of your highest values in life is integrity, you might need to make sure that your executive coach was a successful executive at one stage in their life if they claim to have been one to be able to trust their integrity.

#5

KNOW YOUR p ROI

As mentioned before, executive coaching is a substantial investment in yourself. And even though executive coaching has a mind-blowing ROI of +500% (officially researched by multiple sources), you should make sure that you know what your p ROI, your Personal Return On Investment, is. I call it p ROI, because it might not always be a traditional monetary return on investment.

Overcoming imposter syndrome, chronic stress, frustration or an unfulfilled professional life, re-connecting with one's passion after many years and brainstorming that one strategic game-changer can be priceless for some and not worth the investment for others.

What is your p ROI? What needs to happen so that you know that your investment in yourself was the best investment you ever made?

💡 Tip:

A coach can support you to tremendously accelerate something you want to change, take to the next level or achieve.

But please don't be mistaken: you have to do the work! Your coach can't (and shouldn't) do it for you. Therefore, it is wise to only invest in an executive coach, when you are 'hungry enough', when you are willing to change and to do what needs to be done.

You are in charge. Nobody can change you, without you wanting it, or at least without you being open to it.

Forget the money for a moment and ask yourself: Is this worthwhile spending my time on? Is this what I really want? Is this my highest priority? And then ask yourself: Should I invest in it? And should I invest in it now?



#6

KNOW YOUR STYLE

Executive coaching comes in various shapes and forms. The offering ranges from standardised, corporate training courses and executive profiling to highly personalised, boutique executive coaching offerings. Knowing where you are at in your professional career will help you to find the right coaching offering for you.

If you are an **emerging professional**, you might want to consider an executive coaching or leadership training program offered by your company.

If you are an **emerging executive**, professional profiling and a 1:1 feedback session might be the best option.

If you are a **seasoned executive** and you have done all of the above at least twice in your professional career, highly personalised, boutique executive coaching is the way to go for you.

The latter is also for the passionate and gifted **high achiever**. Individuals with a deep desire to excel at what they do and at life in general. People who dare to challenge the status quo and to stand out.

💡 Tip:

There is no right or wrong; all coaching offerings are valid and valuable. The variety allows the client to choose the right executive coaching offering for them.

BONUS

3 COACHES TO AVOID

While an executive coach is a human being, the coach should be a good role model in all aspects of business, career and life.

So, here is a bonus section on what coaches one should consider avoiding.

'The Stresser' - I personally stay away from executive coaches that are telling me constantly how busy and stressed out they are.

Working smarter not harder is key in these overall very demanding times. A balanced work-life-integration is a great indicator for a successful coach. In a nutshell, it means that they walk the talk.

Also be mindful of coaches who want to make you even more busy. As an executive, business owner or high-achiever, you are already busy enough. Make sure you are focusing on the most efficient and effective, minimal amount of tasks you can do to achieve the desired outcome. Again, it is all about working smarter not harder.

'The Blamer' - I also recommend staying away from executive coaches who want to bond with you over blaming others, like your manager, your team member or the partner you recently broke up with.

Blaming is disempowering in its core and therefore the opposite of what coaching is all about. The habit of blaming is a clear sign for not taking responsibility for oneself and choosing to be 'at effect' of your outside world.

It is a good coaching practice to promote being 'at cause', meaning to pro-actively shape and create your reality. Again, somebody who is walking the talk here, would be my preference.



'The Teller' - An excellent executive coach is an excellent listener & questioner; we are questioning the client into insight and therefore empowering the client by allowing them to find the best answers for themselves.

Don't forget that you are the expert of your life. Nobody knows you better than you do. And at the same time, it is very difficult to think outside of your own thinking box and to come up with new or different questions, answers and solutions. Because if you could, you would have done it already.

A coach who tells you what to do, all the time, is maybe better suited as a mentor or consultant.

A good rule of thumb is that the coach spends 80% on listening, qualifying, quantifying and questioning the client into insight, while noticing unresourceful & resourceful patterns along the way. And leverages the remaining 20% to brainstorm, reframe, share metaphors and relevant stories and then prioritise the most effective and efficient way forward.

This checklist has been written to help you to find the right executive coach for you and drew upon

- 25+ years in the corporate world, exiting as an accomplished & highly sought-after executive
- \$70k+ personal investment in executive coaching, mentoring & training programs
- Plus, executive coaching, mentoring and training programs received as an executive
- 13+ Executive Coaching relevant certifications (60+ days, up to Executive Coach Trainer level)

FIND OUT IF WE ARE THE RIGHT EXECUTIVE COACHING PARTNER FOR YOU

GAIA Coaching prides itself on providing highly personalised coaching experiences. We respect and cater for the specific circumstances of each of our valued clients. If you value integrity, excellence and results, then we might be just the right executive coaching partner for you.

RESEARCH



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REACH OUT



Complementary Coaching Call – 15-30 min

<https://gaiacoaching.com.au/contact-us/>

EXPLORE



Read Through The Offer In Your Own Time

We will send you bespoke notes, an offer & an agreement

DECIDE



Choose Your Personal Executive Coaching Offer

Sign the Executive Coaching Agreement (in your own time)

EXPERIENCE



Peace OF Mind With Our Reversed Money Back Guarantee

Cancel after 1st session when signing up for a package

ACCELERATE



Start Your Executive Coaching to Accelerate your Results