

# How to Select a Mentor Coach

## Excerpted from **Success with Grace: Grow a Profitable and Fulfilling Coaching Business**

### **Hire a coach:**

Not surprisingly, one of the best investments you can make in creating a life and a business that you'll love is to hire a coach. As a coach, this is also a matter of credibility. If you speak to a prospect about all the benefits of working with a coach and she asks if you have one, you've shot yourself in the foot if you admit that you don't. Working with a mentor coach can dramatically shorten your learning curve, help you overcome limiting beliefs and roadblocks, and can make the whole process of starting a business much more fun!

Here are some steps to selecting a mentor coach:

### **1. Understand what you are looking for in a coach:**

Clarify what you are seeking from a coach in terms of:

**Qualities:** Think about who has brought out the best in you in the past. Who inspired you and energized you? Who made work fun? Think back to teachers, athletic coaches, bosses, and mentors who helped you thrive and look for a coach with similar qualities.

**Qualifications:** As coaching is a partnership, it's important that you choose someone who inspires your confidence and trust. Is it important to you that your coach be certified and have specialized coach training? Would you prefer to work with someone with experience in a certain industry or niche?

**Lifestyle:** Coaches are often role models for their clients, so look for a coach who's living the kind of life you'd like and who walks his/her talk. Your criteria may include being married, single, a parent, retired, financially independent, a successful entrepreneur, or spiritual.

### **2. Gather names:**

Ask for referrals from friends and colleagues who've worked with coaches.

Search the Internet and coach referral listings, using keywords to help narrow your search:

- [www.coachfederation.org](http://www.coachfederation.org)

- [www.findacoach.com](http://www.findacoach.com)
- [www.icfne.org](http://www.icfne.org)
- [www.24-7coaching.com](http://www.24-7coaching.com)
- [www.coachville.com](http://www.coachville.com)

Look for coaches who have been featured in the media or who have written articles or newsletters which you enjoyed.

### **3. Research:**

Explore different coaches' websites or referral listings to get a sense of their style and approach. Read any posted newsletters or articles to get a feel for their perspectives. There's a lot you can learn about someone from their writing. Listen to their voice if they have a Real Audio clip. Read testimonials from clients.

### **4. Interview:**

Speak with several coaches. Here are some questions to ask when interviewing a coach:

- What would you like to know about me and what would you like me to know about you?
- Do you have some success stories or references that you can share with me?
- What would make you consider us a good coaching match?
- What would enable you to effectively coach someone in my situation?
- What are your coaching qualifications and credentials?
- Is coaching your primary profession or a side-line business?
- How do you "walk your talk" as a coach?
- What could I expect from you as a coach and what would you expect from me as a client?

### **5. Evaluate:**

Many coaches will offer a complimentary session. Ideally, set up sample sessions with three or more coaches so you can compare the experiences. Who seemed to really understand you? With whom did you feel most comfortable? Who challenged and motivated you? Whom would you be eager to work with on a regular basis?

## 6. Choose:

Choosing a coach can be a difficult decision. Here's a chart that can help you sort out and compare your experiences with different coaches. In the end it's best to use your intuition to select the coach who feels like the right match for you. Has your intuition ever led you astray before?

<b>Mentor coach wish list</b>			
<b>What I'm looking for in a coach</b>	<b>Coach #1</b> _____ (Write in name)	<b>Coach #2</b> _____	<b>Coach #3</b> _____
	(Yes/no or notes)		