



SOPHIA ASSOCIATES

Awakening Leadership Within

Questions to ask a Coach during an interview:

1. How long have you been coaching?
2. Can you tell me what your coaching philosophy is?
3. What approach do you take with your clients (directive, listening, holistic, etc.)?
4. What does your coaching emphasize (exploration, action, strategies, etc.)?
5. What issues do your clients bring to you or what issues do you work with best?
6. What kind of results have you had with clients?
7. What is your ideal client?
8. What coach training have you had?
9. Where are you located? (Time zone differences?)
10. What other work experience do you have (background info)?
11. How do you structure your coaching programs (telephone or in person, once a week or twice a month, e-mail support, etc.)?
12. What value added elements do your clients receive (forms, books, resources, etc.)?
13. Could I call a client or two for a referral?
14. If I were to hire you as my coach, what would we address first? How would you proceed with this issue?
15. Do you have an Agreement which needs to be signed?
16. Do you have an Intake process or session? Please describe this.
17. Do you have a minimum time commitment?
18. What are your fees and for which type of program?
19. Besides coaching, what else do you do? (Guest speaking, workshops, business consulting, etc.)
20. How soon could we begin?

Ask these questions after speaking for a while with the Coach you are interviewing. Be sure to allow the Coach to coach you in this session. The best way to know if this is the Coach for you is to experience their coaching!

Afterwards, ask yourself:

1. Is this someone I could trust?
2. Is this someone I believe could help me achieve my goals?
3. Am I comfortable with this person's communication style?
4. Am I comfortable with this person's personality?
5. How alike/different is the coach from me? How do I feel about that?
6. Did I walk away from today's session/interview with something worthwhile and new?

* Interview at least three coaches before you decide. Then make the commitment to yourself to be coached!