

Coach Selection Criteria For Clients

Purpose: To help leaders select an executive coach and understand what 5.12 / SCG looks for in potential coachees.

DO

DON'T

Personal Fit	
<ul style="list-style-type: none"> • Seek a coach that you can trust. • Ask yourself if the coach can help you achieve your professional goals. • Determine if the coach will understand AND challenge you. • Identify if the coach has a track record of success. 	<ul style="list-style-type: none"> • Make a decision based on gut feel alone. • Make a decision based only on whether you “like” or feel a “good vibe” with the coach.
Experience and Background	
<ul style="list-style-type: none"> • Find a coach with coaching expertise relative to your need (e.g., executive coaching, leadership coaching, business coaching, life coaching, etc.). • Assess the coach’s level of thought leadership. • Ensure your coach has the appropriate coaching credentials or equivalent expertise. 	<ul style="list-style-type: none"> • Don’t make a decision based on similarity of background only. • Ignore differences because those differences may help you see your situation from a new perspective and push you in the coaching journey.
Coach Approach	
<ul style="list-style-type: none"> • Understand how the coaching process works. • Get clear on the assessments or instruments the coach will use to support the process. • Ensure the coach can articulate how the coaching process will be measured (ROI). 	<ul style="list-style-type: none"> • Ignore the time commitment needed to make real change.

Client Selection Criteria For 5.12 Coaches

We select clients who demonstrate the following characteristics:

Coachability	They are open to new ideas and willing to change based on those ideas.
Courage	They are open to looking at themselves in the mirror.
Humility	They take responsibility for their contribution to the results they are getting.
Discipline	They are able to put the systems in place to drive change.
Bias to action	They get things done.
Fully committed	They are all in. Coaching is a “hell ya” for them.