

Get What You Want: How To Hire A Life-Changing Coach



A
HEY
coach
Dave
PUBLICATION

By Dave O'Connor

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INTRODUCTION

Congratulations on caring about your future! Take a breath, soak that in. YOU. CARE.

I care too. I care about anyone interested in looking inward to improve their life and impact others. *Get What You Want: How to Hire a Life-Changing Coach* is a process I've codified for you to make hiring a great coach both rewarding and achievable.

You may not know it yet, but coaches are waiting around most of the corners in your personal and professional network, eager to help you make progress on your goals, dreams, and aspirations. And understandably, you may not know how to access, compare, and confidently select one.

The first coach you hire may not be the last one. I am a coach myself, and I can happily tell you that I have benefited from hiring four different coaches in ten years. One misconception I had to overcome is that coaches are just for those who are lost or without support. In fact, coaches are essential to the growth of people who are already self-actualized or self-actualizing, who want more out of life than they already have and require the skills or perspective to get it. Whatever season of life you are in, my hope is that you get what you want, too.

I encourage you to approach hiring a coach as you will no doubt have done when adding a key player to a project team at work, or an athletic team of which you were once a member. To find exceptional talent, you likely didn't take the first person who crossed your path. You assessed your needs, leveraged your network, researched candidates, made a shortlist, and only then decided who to add to your

squad. Approach hiring a great coach similarly, using the process I outline here, and you'll be well on your way to getting what you want.

If you are currently in therapy, a men's or women's group, religious or spiritual circles, mentoring, consulting, advising, or physical training, there's no reason a coach can't add more to your self-development. Integrate the perspective and skills you will gain from coaching into your self-care. Adding coaching into the mix is a force multiplier, if you find a great coach just for you.

I welcome you on this path towards understanding your present self better and aligning your actions with your vision for the future of you, as well as the life, work, creations, and relationships you want to build around you.

Congrats on caring. Now, get what you want!

Dave O'Connor,
Owner & Coach, Hey Coach Dave

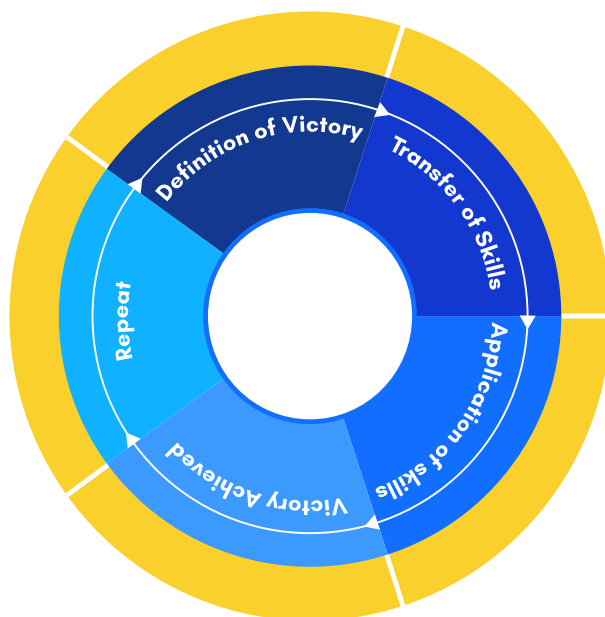
Setting the Table

Before you dive into the five steps of hiring a life-changing coach, I want to offer a few comments on the “ideal” coach.

Familiar feedback about sports and business coaches:

- **“She taught us footwork drills and how to play cohesively together.”**
- **“She defined the culture of our team and led us to success.”**
- **“They helped me see my role in the bigger picture more clearly.”**
- **“He taught me to believe in myself, my skills, and my heart so I could deliver when all eyes were on me.”**

The coaches celebrated above serve a functional capacity where the expectations are something in the ballpark of:



This classic coach-player dynamic is valuable in countless settings. Many business, career, and life coaches also lean into this dynamic with highly action-oriented clients, who crave a playbook to help them get things done. You must be very explicit during coach interviews if you are seeking a coach who prioritizes problem-solving and tactical direction (step 3).

Coaches are trained in and deeply fulfilled by helping clients define success, unlock wisdom, and make plans on the client’s terms and at the client’s speed. To offer more of a framework on what this means for your client experience, I have broken down a general outline of what coaches do and don’t do.

What Life-Changing Coaches Do

- Create a safe environment for you to explore your needs, desires, gaps, and inquiries on your terms and conditions
- Offer questions and observations designed to help you see yourself more clearly
- Provide a container for healing and action, reflection and forward progress
- Provide accountability
- Co-create ideas with you about how you can perceive and engage with the world around you
- Refer you to, or create accountability for you to research, resources outside the coaching container, to address any number of issues, ranging from mental health concerns, to business strategy, to marriage counseling, to physical activities, and more

What Life-Changing Coaches Don't Do

- Provide therapy
- Provide medical or psychological diagnoses
- Focus the majority of coaching time on rehashing or understanding the past
- Provide advice, formulas, solutions, definitive answers or generic action plans
- Judge, admonish, diminish, or insult you as a person, or your vision for a better future

To be clear, you are not wrong or misguided if your gut is telling you to find a mentor, advisor, consultant, or strategy coach. Those resources might be what you need right now. It's also an exceptional insight with which to channel your energy into action. You could even use all five steps of Get What You Want: How to Hire a Life-Changing Coach to find that resource!

I am merely offering a window into the distinctions between therapy and life coaching versus athletic and business coaches or consultants. Knowing the difference benefits those who enter the coaching realm with preconceived – and completely reasonable – notions about what a coach will offer.

Expanding the distinction between coaching and advising further – the Get What You Want: How to Hire a Life-Changing Coach process is, in itself, not coaching. It's a structured process that includes advice, opinion, and activities, without any knowledge of your unique circumstances. Does that make it less valuable to you? No. But it's a great example of the difference between coaching (what you seek) and advice-giving (what I'm doing by prescribing a process).

We've established what a coach is and is not, and you have begun understanding how the client-coach relationship works. If you're still curious about how to loop a phenomenal coach into your orbit, then let's dive in!

The Five Steps of Hiring a Life-Changing Coach

The five steps I believe are essential to hiring a life-changing coach are:

1 self-research

2 market research

3 interviews

4 shortlisting

5 decision

Finding the right coach for you will be a process of finding the best “fit.” Your client experience is not about the magical wisdom of the coach. As I stated, if you hire a coach that strictly offers their perspective, advice, or opinions, you have found a bad coach. Possibly a great mentor or advisor, but not a coach.

Coach-client fit factors include:

the coach’s experience of serving other people with your specific needs

personality match

your urgency

coach and client availability

monetary fit

accountability styles

Finding the fit takes patience, research, curiosity, intuition, and commitment. Yes, the front-end work you put into finding a “great-fit” coach will pay off handsomely throughout the coaching experience. But more importantly, it will also pay off in the vision and action that unfolds by your own doing, in your own life.

Breaking the process of hiring a coach into steps will help you commit to coaching, and finding the right coach, with conviction. As you move through the process below, I’d like you to consider again that hiring a coach is similar to adding a standout performer for your team at work or in sports. You’ll see exciting parallels that will make this process fun, intuitive, and fulfilling.

Step 1

SELF-RESEARCH

STEP 1: **Self-Research**

Knowing who will be the right coach for you starts with you. If you were a band leader who knew they needed a new sound, you would take time to assess what instrument was essential. If you have been a hiring manager with an opening on your team, did you just post a random job advert, or were you intentional about taking the opportunity to level up your bench?

What I'm driving at here is the necessity to self-assess, rather than rushing to cast a wide net, only to retrieve an underwhelming catch.

Activity

Answering these questions could take an hour, an afternoon, or a couple of weeks. As with any incredible creation, the time you invest in understanding your needs and intentions will only improve your levels of change and insight. Take your time, listen to yourself, and document what you notice.

Once you feel you've adequately answered these questions - again "on paper," not just in your head - keep them as a reference point. If nothing else, you'll love looking back on your answers throughout or after your coaching sessions. You may also find they are helpful notes to bring into steps 2, 3, 4, and 5 below.

Take time to write down the answers to the following key questions:

What is pulling me towards hiring a coach in the first place?

For example: *Am I stuck, am I ready, am I lost, am I scared, am I unclear?*

What would I like to gain from the coaching experience?

How soon do I need to change or gain insights?


What are a few versions of the ideal future state I want to make happen?

What gap(s) do I sense a coach will help me fill that remain unfilled by mentors, advisors, partners, or peers?

In sports, academics, or my career, what coaching styles did I respond to best? Which of my coaches or advocates helped me see myself more clearly and confidently, and why?



Am I in need of mental health support, or strictly in need of someone to help me sort out my next chapter?



Now that you've spent ample time understanding your needs, it's time for Step 2: Market Research.

Step 2

MARKET-RESEARCH

STEP 2:

Market Research

You and your coach will joyfully co-create the vision and game plan for your next chapter. Don't phone it in on researching your options. A "poor-fit" coach won't be the end of the world for the coach, but it may lead to disappointment and wasted dollars for you.

Whether you're the Chief Product Officer of a rapidly-scaling company or you've tried out a dating app, you have experience in market research. You're going to ace Step 2!

Market research for hiring a great coach requires that you:

- Leverage your people
- Avoid strictly outsourcing your coach search to the internet
- Include both credentialed and non-credentialed coaches in your search

Leverage your people

Picture yourself in these three scenarios:

- **You want to get a dog**
- **You want to get a new job**
- **You want to get a wedding planner**

For help with life's big moments, are you the kind of person who exclusively jumps online to search for options, or do you reach out to your people for recommendations? Perhaps you would do both, just to cover your bases.

If you answered yes to leaning on your network, why would you not do the same to find a coach in the world? Hiring an exceptional coach is like hiring a great employee - the best tend to come from your network or the next ring outside your network. Take advantage of that network effect when hiring a coach.


Have you been keeping your hope to hire a coach a secret? Does the thought of telling someone you trust about your desire to have a coach feel weird or scary to you? An invitation from me, a stranger: let that discomfort in, sit with it, and get friendly with it. Making change happen on your terms is not going to be easy. Completing some of the tasks and projects you and your coach agree on will not be easy. Discomfort is about to be a regular part of your life. So invite it in now, let it be, let it go, and start talking to your people!

You have allies, advocates, champions, and advisors in your network, even if you don't know it yet. Even if you doubt it. There are people in your orbit who are ready to help you shine. They're just waiting for an invitation from you to let them.

Activity

Here's a to-do list:

1. Make a list of trusted people in your network



2. Refer to your Step 1: Self Research answers

3. Contact your people via texts, emails, and LinkedIn messages, Instagram DMs, or phone calls - whatever it takes to get in touch with them

- 4. Share your desire to find a coach (reference one or more of your Step 1 answers)**
- 5. Ask for the contact's recommendations**
 - a) **If they don't know any coaches, ask for an intro to someone in their network who might**
- 6. Tell them you will keep them updated on your progress and thank them for supporting you**
- 7. Put every recommendation in a spreadsheet ([See below](#))**
- 8. Visit the websites, LinkedIn or other social accounts of the recommended coaches**
- 9. Put links to those sites into your spreadsheet**
- 10. Step away from the spreadsheet**

An ideal initial count of coaches at this stage is ten. This target of ten coach candidates is less about the headcount and more about the nuances of coaches and coaching you will benefit from considering. Plus, you have the added benefit of knowing that each came from a trusted person in your network or someone they trust.

You've inevitably expanded your network, if not strengthened existing relationships, by putting yourself out there. And do you know what this means? Your vulnerability has created a win-win scenario for you and your ally. One of many to come in your coaching process. Nicely done!

Avoid strictly outsourcing your search to the internet

No shade on the old Google machine, but that beast does not exist to make your life easier. It exists to make money for Google's parent company, Alphabet (NASDAQ: GOOGL), and its shareholders. Relegating your coach search to the first couple of Google search result pages is going to present you with three easily avoidable pitfalls:

- 1. Ads for gigantic coaching businesses**
- 2. Listing aggregators and database apps with a mixed bag of coaching quality**
- 3. Misinformation and information lacking context that's unique to you**

And, I've already done several ChatGPT searches for you. Since the platform can't access live information from the web, it isn't going to deliver the list of coaches you want. Sorry!

Activity

A great way to begin organizing your coaches is with a simple spreadsheet. You can find a template in the [References section].

Once you gather a few coaches, your spreadsheet should look something like this:

Name	Company	Website	Disc. Call Scheduled	Disc. Call Completed	Notes	Shortlisted Y/N
Sarah Smith	Smith Coaching	smithcoach.com				
Carol Aarons	Aarons Coaching & Strategy	www.ACS.com				
Garrett Washington	Growth with Garrett	www.GG.co				
April Adams	Peak Performance Consulting	www.ppc.com				

Include both credentialed and non-credentialed coaches

A guy needed to make a few changes in his life, but he wasn't sure where to start. He was looking for extraordinary change and was committed to making it happen. He met a coach through a friend of his wife. This coach had just left his corporate gig to start coaching full-time. He was uncredentialed but a perfect fit in terms of shared philosophy towards life and practical change-making methods with the guy in our story. Nine months later - big change, big shifts, big impact. Happy days.

About a year later, the same guy wanted to try out the expertise of another coach - a Ph.D. in psychology who held zero coaching credentials. A couple of career assessments and coaching sessions in under two months later, BAM! Big change, big shifts, big impact. Happy days. The guy in our story eventually launched his own coaching business because, as his coaches would help him discover, coaching was his calling and he would eventually shape his life, lifestyle, and relationships around coaching. That guy created Hey Coach Dave...you've arrived at an age-old storytelling trope: "That guy was me."

I share my story to highlight how uncredentialed coaches can provide powerful coaching, so you should take them seriously when considering the right coach for you.

The most widely recognized credentialing body for coaches is the [International Coaching Federation](#). The ICF provides coach credentialing at three levels:

- **Associate Certified Coach (ACC)**
- **Professional Certified Coach (PCC)**
- **Master Certified Coach (MCC)**

[The Conscious Leadership Group](#) has credentialed several coaches from whom I have received invaluable self-development support.

[The Co-Active Training Institute](#) provides training for coaches. Some coaches transfer this training into ICF certification. Some do not. Some are in the midst of training and keeping their options open. I am one of those coaches. Maybe I'll become an MCC one day. Maybe I won't. Credentials can be hugely valuable as a coach, so I keep them in play. I also remind myself regularly that credentials, or a lack thereof, never tell the whole story about a coach's quality of work and, more importantly, fit for you.

So what do these credentials mean for you?

When you wrote your Step 1 answers, did you write or even contemplate the words “credentialed,” “certified,” or “recognized”?

What you want is meaningful change, designed on your terms, for a life you want to be excited about living. Are you guaranteed to achieve that with a credentialed coach? No. Are you guaranteed not to achieve it with an uncredentialed coach? I am living proof that the answer to that question is a definitive no.

Here’s why – and the key to the coaching equation you’ll never find in a Google search:

A coach is someone you hire, and the change you make in your life as a result of being coached is something you do.

No one else will do your work for you. 99.99% of the world neither knows nor cares about the work you will do on yourself. No amount of credentials, or frankly even years of experience coaching, will compensate for the work you will be doing on yourself while being coached. If a coach tells you otherwise, they’re lying to you.

Coaching work is ultimately your work.

The tools and resources I was introduced to by uncredentialed, alternatively-credentialed, or minimally-credentialed coaches have been invaluable for my self-awareness, habits, and conviction in my purpose. The perspective I have gained about myself as a person, partner, leader, and coach has been essential to my growth and ability to serve others. While some of the mechanics that made change possible were imparted to me by coaches, the actual gains – the change itself – resulted from my efforts.

The moral of this long-winded story about credentialing is: when you gather your coaching candidates, welcome in a curious and open mind about the totality of the coaching experience you might receive from all coaches, regardless of the source, depth, or level of their credentials.

You never know where your “best-fit” coach will come from, and wherever you find the coach, just know that your change is ultimately your work.

Okay, off my credentialing soapbox and back to the hunt! Let’s move into **Step 3: Interviewing.**

Step 3

INTERVIEW

STEP 3: Interviews

Understanding your need for coaching - check!

Understanding trustworthy coaching options inside and outside of your network - check!

Hopefully, you are beginning to feel like you have options. You might even notice an initial intuitive sense of the right kind of coach for you. Maybe you've even started to narrow in on the right handful of specific coaches you want to get to know better.

Now is the moment to slow down and recommit to gathering data. Remember, you're hiring a life-changing coach to help you with a major life upgrade, not a benchwarmer for mediocre results.

Keep up the patience in your coach-hiring process, as you have done so far. Stay in the pocket, keep gathering data, and you'll be ready to roll up your sleeves with your ideal coach before you know it.

Time to get to know your coaches directly. Every coach you've added to your spreadsheet in Step 2 should be accompanied by an email address, LinkedIn account, Instagram account, or, ideally, a link to their scheduler, such as Calendly, Zoom scheduling, or Acuity Scheduling.

Submitting a scheduler request

If a scheduler tool is available on the coach's website, you'll want to select a time in a calendar or appointment type typically called "Discovery Call," "Chemistry Call," or "Coach Fit Call."

Bottom line: don't beat around the bush.

If the submission form allows you to provide details about your need for a coach, fill it in. If it's optional, fill it in anyway. The more information - again, specific to your need for a coach - the better. Don't provide a long narrative, though. Just be crisp, concise, and transparent in your "need" statement. Providing these details will help you make the best use of your time on the discovery/fit call. If you're unsure what to write, refer to your Step 1 answers.

What to expect on the Discovery/Chemistry/Fit Call

Typically, these calls last 30 minutes. Coaches often prefer doing calls over video conferencing apps like Zoom or Google Meet, and some will conduct their calls over FaceTime or within a coaching app.

Most of your coaching sessions will occur over video, if not in person. Therefore, I highly recommend that you also do your discovery calls via video. Seeing your coach, noticing body language, presence, and total commitment to you during the discovery call will foreshadow how that coach will behave if you become their client. Explore your coach candidates' demeanor, just like you would a job candidate for your team.

Life-changing team members have an undeniable presence. Conduct your discovery calls on video to spot the coaches whose presence you crave after the call ends.

Check in with yourself during your calls

Do you feel: anxious, worried, distracted, confused, uncomfortable, uneasy, or agitated? If so, consider whether the coach you're talking to is a bad fit for you.

Do you feel: in flow, dialed-in, motivated, inspired, safe, held, empowered, hopeful, joyful, creative, curious, collaborative, happy, grateful, or in sync? If so, you are picking up an essential aspect of coach-client fit: resonance. Resonance starts and sustains meaningful relationships. Think of resonance as the combination of trust and style. If you feel it, great! You and the coach have planted seedlings that could become an effective coaching dynamic if you hire them. Flag it in your spreadsheet. You might have even found a coach worth shortlisting in Step 4.

Interview questions

If I were hiring a CFO for my company, I would not ask every question you might have, if you were hiring for the same role at your company. Our company finances, structures, and products are different. While standard questions can assess generic aspects of all CFOs, we need unique questions to find the hire that's just right for each of us. We might benefit from sharing a few questions, but we would miss out on hiring our perfect candidate if we didn't contextualize our interview to our respective companies' needs.

Activity

Add your flavor to the questions below. You're hiring a coach for your unique needs, personality match, coaching style, and expectations. Consider this list non-exhaustive, adaptable, and imperfect. Directionally, though, these questions should help you get started.

I recommend you re-write any questions below that resonate with you in either a new tab of your spreadsheet or a separate document.

Round out the list of starter questions you like by adding your own questions.

1 How would you describe your coaching expertise?

2 How would you describe your coaching style?

3 How would your clients describe you?

4 What are your expectations of a client?

5 How often do you meet with your clients, and how long does your typical client relationship last?

6 What made you want to be a coach?

7 What gets you excited about coaching your clients today?

8 How would you describe the feeling of a typical coaching session with you?

9 What type of client personality do you gel with best?

10 What literature or other resources do you draw inspiration from for coaching?

Speaking of context...

You may be a coach's 1,425th discovery call. They know what they're looking for about you and what they want to tell you. They might come off as more knowledgeable and seasoned on the discovery call than you. But keep this in mind: they've never had a discovery call with YOU, and you are the only expert on yourself.

Keep this context in mind and claim your space on the call. Your only job on the call is to get answers to the questions that matter most to you. If you feel rushed, say it. If you need more time to get to know the coach, ask for it. Be courageous in creating a rich data pool, like one of those drunken, divorced forensic investigators in a true crime movie. You're entitled to get your answers. I'm not saying be a dick. Be respectful but assertive. Advocate for yourself during your fact-finding missions in Step 3.

You might also find it helpful to have a master document containing your key questions and copy and paste them into duplicate documents for each coach. (Rename each file with the coach's name to keep your coaches straight!)

Benefits of making a file for every coach:

- *Delineated documentation of each coach's answers*
- *Uncluttered, "blank slate" document to keep you in the zone during each discovery call*
- *Open space to write notes during each call, rather than forcing yourself to remember what you're hearing from each coach*
- *Quick reference notes for each coach at a later date*

While you might have a separate discovery call document for each coach, you should still take advantage of your spreadsheet to note your "gut reaction" summaries of each coach.

Consolidating information for each coach in the spreadsheet will help you stay organized and up-to-date on which coaches you've completed calls with and what your instincts told you about your fit with them. From here, a picture will emerge of the coaches you'd like to shortlist and the patterns of "fit" consistent across coaches eligible for shortlisting.

Name	Company	Website	Disc. Call Scheduled	Disc. Call Completed	Notes	Shortlisted y/n
Sarah Smith	Smith Coaching	smithcoach.com	12/3	Y	Wasn't really feeling it. Not available until February. Mainly coaches non-profit founders.	N
Carol Aarons	Aarons Coaching & Strategy	www.ACS.com	11/9	Y	Carol was great! Instantly felt like I was talking to a friend who had my interests at heart. Not sure if I can afford her but definitely want to shortlist her.	Y
Garrett Washington	Growth with Garrett	www.GG.co	12/1	Y	Felt like I am too early in my leadership track for Garrett, but if he did agree to coach me I would 100% work with him. His personality was BIG, which would be helpful for me, and he also didn't make me feel small at the same time. Feel like I could trust him to create insights with me without just telling me what to do.	Y
April Adams	Peak Performance Consulting	www.ppc.com	11/28	Y	April was super supportive of my needs but her style is not a fit for me. She's too focused on action and right now I need a blend of reflection and action. She also felt a little pushy. She talked over me a couple of times, which was a little shocking. Almost felt like I was going to have to do work on her terms, rather than do what I feel is right for me, and at my own pace.	Y

Name	Company	Website	Disc. Call Scheduled	Disc. Call Completed	Notes	Shortlisted y/n
Elliot Price	Priceless Personal Development	PricelessPD.com	11/20	Y	This guy was UNREAL! Our backgrounds are absolutely nothing alike, which sort of concerned me at first, but he's so relatable, and he also really seemed to hear me. He said the next month is packed for him, so I would only be able to get one session in before the end of the year, but he could do bi-weekly sessions with me starting in January. Feel like we'd create a pretty powerful plan on my terms that would actually help me make progress on goals.	Y
Grace Marshall	Grace with Space	Gracewithspace.com	12/10	N		
Steve Turnbull	No Bull Coaching	NoBullCoach.com	12/11	N		

A FRIENDLY REMINDER: this step and spreadsheet is not the actual shortlisting step. You're still gathering data with a wide net, albeit shrinking as you move through your coaching candidate selection funnel. Do not let the anticipation of shortlisting coaches enter the equation. If you interview ten coaches and want to shortlist them, indicate that in your spreadsheet! It simply means you have a bounty of options to shortlist in your next step. It also means you have a network tuned in to you, if they aligned you with so many "good-fit" coaches! That's worth taking a moment to celebrate (cue fireworks explosion)!

At this point, you probably have the mechanics of interviewing, documentation, and call summaries down. Now it's all about persevering through to the tenth

discovery call. I'm aware that connecting with ten coaches might feel tedious or excessive. I've been there. Trust me - you will thank yourself later - especially if this is your first time engaging with a coach. By completing this step, you will grow conviction and confidence in your coach selection and know yourself better.

By working through Step 3 rigorously, your commitment to yourself and your coach is also likely to be stronger, resulting in beneficial shifts in your mindset, outlook, and behavior later.

Complete those ten discovery calls and slide into Step 4: Shortlisting!

Step 4

SHORTLISTING

STEP 4: **Shortlisting**

Assuming each discovery call was 30 minutes, you've now spent 300 minutes, or five hours, getting to know coaches directly. It's like you took a half-day retreat with these total strangers, who might one day change your life! You made that happen; that's powerful.

From here, you will shortlist two coaches. I recommend shortlisting two coaches specifically, because it requires critical thinking. You will also arrive at a more confident decision in Step 5 after being so thorough while shortlisting.

As a coach, I prefer to avoid binary options because they tend to force us to see our options strictly in a this-or-that frame, as though no other options could benefit us. However, since this process is about reflection, commitment, and action, I am pushing you to get to the bottom of the decision-making funnel (the action part). Thus, I encourage you to shortlist only two coaches.

If shortlisting three coaches is more freeing and useful to your final decision, do it. But no more than three! Any more than three shortlisted coaches and you likely have not gathered enough data on each coach, or you have not scrutinized your coach options thoroughly enough to shortlist yet.

You might be wondering, why shortlist at all? The process of doing so will draw out additional questions you might have for the coaches you liked the best, and it gives you a chance to unequivocally say to yourself, “Yes, I want coaching, I want one of these two coaches, and I’m ready to make a decision soon.”

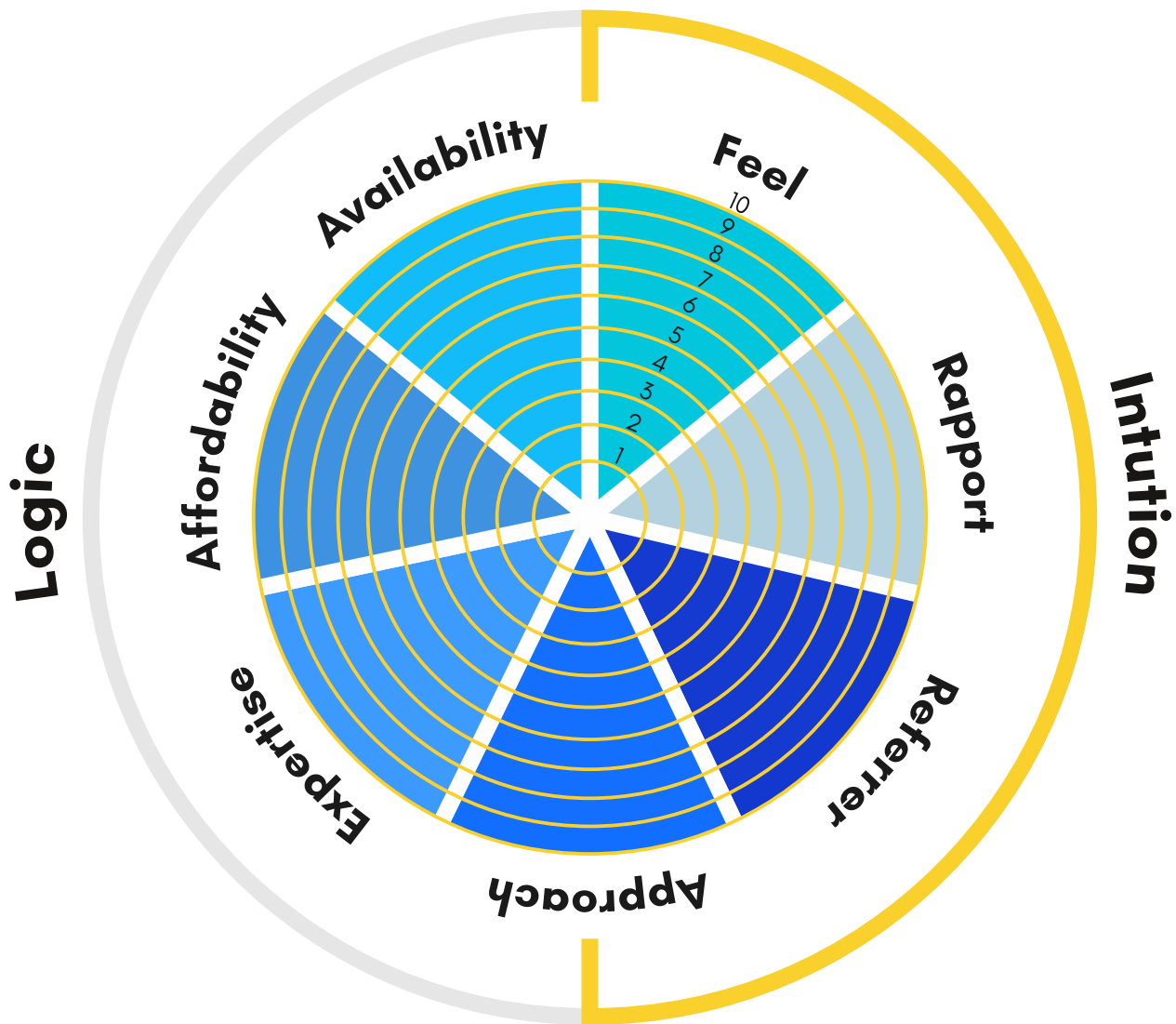
Similarly to the interview questions in the previous step, I will caveat what’s shared below by stating that this is a non-exhaustive, imperfect starting point of a list of criteria from which you can pull to compare your coaching options. Think of the criteria as adding up to client-coach resonance.

Criteria	Definition	Why it matters	Rating
Feel	The overall sense - and sensations - you get when interacting with and remembering your time with the coach.	While feel is intangible, it is essential to shortlisting because it represents the sum total of all the criteria combined, plus your instincts.	1-10
Rapport	The amount of ease and trust you felt while being present with the coach - can be influenced by communication styles, shared interests, backgrounds, and/or mutual connections.	The rapport you feel right off the bat - the first impression, essentially - is a major indicator of how authentically and how deeply you will connect with your coach, which ultimately elevates what you get out of the coaching experience.	1-10
Referrer	The person who referred you to the coach.	Similarly to rapport and feel, your gut instinct about the person who referred you to your coach can influence the degree to which you open up with and take on the challenges, homework, and insights of and with your coach.	1-10
Approach	The way the coach uses frameworks, tools, methodology, and/or their point-of-view to help you address your needs.	You need a coach who speaks to how you actually receive coaching best. Thoughtfully considering the coach's approach will help you narrow down to the people with whom you not only have a good rapport, but who also have a style that works for you and will help you address your needs.	1-10

Criteria	Definition	Why it matters	Rating
Expertise	The degree to which the coach's personal experiences and/or training are applicable to your coaching needs. This does not necessarily equate to degrees and credentials; it could be as simple as the coach having walked in your shoes or having real empathy for your experience.	Knowing that your coach can either empathize with or tap into earned/learned knowledge about your situation is going to make you all the more confident and comfortable with "going deep" with them, being honest, and being open to their feedback and the activities they will assign to you, or which you will design together.	1-10
Affordability	Monetary cost of the coach.	Coaching can change your life and that transformation is impossible to quantify monetarily. However, the financial cost of your coach will matter for practical reasons, as well as relational reasons: you do not want to feel as though your coach is asking too much from you, or is completely unwilling to negotiate, and at the same time, you do not want to undervalue the benefits you will gain from coaching. *If everything else feels aligned, but something feels off about the financial cost, talk about it with your coach.	1-10
Availability	The coach's actual schedule availability to meet with you for the session length, frequency, and duration you have in mind.	Similarly to affordability, if you feel as though you are sacrificing the amount and frequency of time which you need to meet, keep this in mind about the coach, even if you hit it off with them famously. Your needs correspond with a timeline to be fulfilled; if the coach can't be available for your timeline, look for one who can.	1-10

Time to get out of the spreadsheet and into the Fit Chart!

The Fit Chart allows you to compare coaches across all criteria, as well as the range of logical to intuitive thinking you are using to assess each coach.



Activity

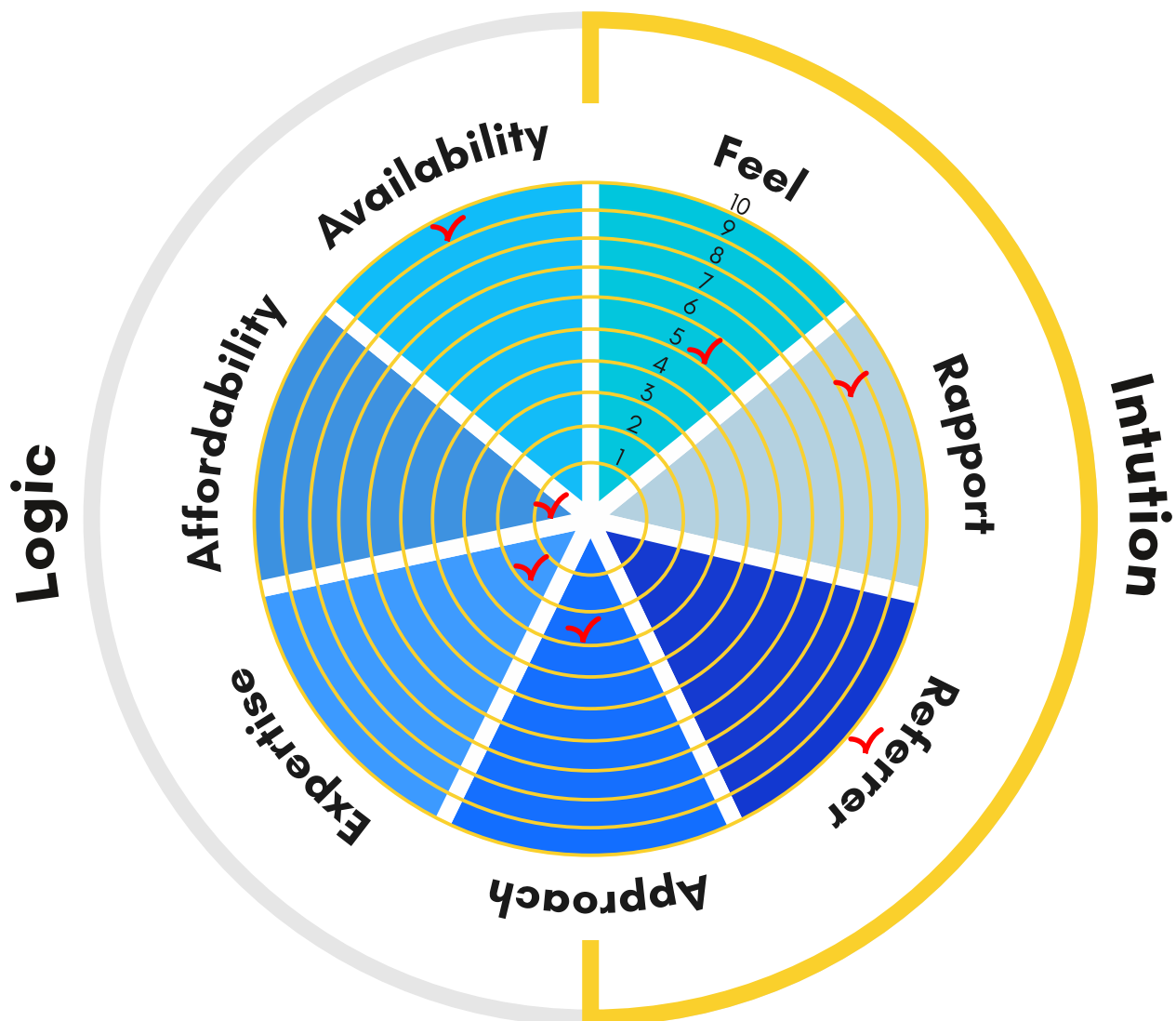
Print or copy the editable PDF version of the Fit Chart on the next page for each coach you want to shortlist.

I have assigned the resonance criteria to a spectrum of Logical and Intuitive thinking to help you see that, for this decision, you may want to lean into the part of your mind you most commonly use and trust. If you need to shake things up, listen to the opposite side of your mind.

- Availability, Affordability, Expertise, and some degree of Approach tap into the more logical sides of our brain and decision-making. Feel, Rapport, Referrer, and some amount of Approach tap into our more intuitive mind.

The ten rings represent the degree of fit you feel for each coach in each section

- Plot out your perception of the coach across all seven criteria



The dream scenario is that one or more coaches become a perfect circle of tens, but the reality is, most coaches will be an imperfect blend of scores. That's perfectly fine. The key here is that you evaluate coaches thoroughly and compare them to each other, to narrow down your top two.

Decide which criteria are most important to you. You might rate Referrer as 10 because your relationship with them is deeply rooted in trust. Your "Feel" with the coach they recommended might be a seven. While another coach might be a "Feel" of nine, you might still shortlist the 7 because you have so much faith in your Referrer. That's okay! You can take advantage of a balance of logic and intuition here.

After completing the Fit Charts for the coaches worth comparing, look at them.

Which ones stand out most to you?

Which two can you pull into a "Shortlist" pair?

Place the Fit Charts for the two finalist coaches in front of you. Compare them intently.

Envision how an ongoing relationship with each coach might look. What are their strengths and weaknesses, and how do they complement your own?

From here, if you have any questions for either coach, schedule a follow-up video or phone call (ideally, video). If they push you off or rebuff your request entirely, use that as a signal: they're probably not a great coach for you. That's okay. Move over to your other shortlisted coach and/or slide your third-place coach into your shortlist.

After all of your questions have been answered on follow-up calls (if required):

You will KNOW you've done your research on yourself;

You will KNOW you have assessed the landscape of coaches in and close to your network;

You will KNOW you've put the time into genuinely getting to know coaches (and the different flavors of coaching);

You will KNOW you've closely compared and narrowed down your coaches;

and now, you're ready to DECIDE on which life-changing coach you'll add to your team.

Time to get what you want!

Step 5

DECIDING

STEP 5: **Deciding**

The decision step is pretty simple! Why? Because you've done your due diligence. You've taken your time, been thorough, and observed and honored your instincts and factual data to make a thoughtfully considered decision.

Now you can confidently move forward with the right coach.

Activity

The Commitment Call

[Refer to Resources for editable Commitment Call Checklist](#)

1 Schedule a call with your coach to cover:

Why you chose them

How excited you are to get started with them

What this coach-hiring process has revealed to you about yourself and coaching

Scheduling your first client session and, ideally, blocking off future session dates

Homework that will be helpful to complete before the first session

Reviewing and signing the coach-client contract/agreement

Acceptable schedule and method for paying coaching fees

2 Inform your allies:

Updating colleagues, partner, peers, or mentors/advisors that you have hired a coach you're excited about!

3 Check-in with yourself:

Notice and write down how you're feeling about embarking on your coaching journey. Down the road, you will likely find it inspiring to revisit your feelings and observations from the start of this journey.

CONCLUSION

Congratulations on completing "Get What You Want: How To Hire a Life-Changing Coach"! You have taken an important step towards transforming your life and achieving your goals. By following the five steps outlined in this book, you have learned how to find and hire a coach who can help you overcome obstacles and reach your full potential.

I wrote this book because I am passionate about the power of coaching and how it can change lives. I have experienced firsthand how coaching has transformed my own life, and I am confident that it can do the same for you. With the right coach by your side, you can navigate the challenges of today's rapidly changing world and create a successful and fulfilling future.

As we face unprecedented levels of change and uncertainty, it's more important than ever to have a plan for success. This book offers you hope and practical guidance for taking control of your life and achieving your dreams. Whether you are an employer, an HR representative, a founder, a colleague, or an individual seeking personal growth, I encourage you to share this book with others and take advantage of the valuable insights it provides.

Remember, caring about your personal and professional development is the first step towards achieving your goals. I wish you the best of luck as you embark on this exciting journey with your new coach. Congratulations again on taking this important step towards creating a brighter future for yourself!

Have faith. Have fun. Work smart. Stay ready.

Resources

Step 1: [Self-Research Questions](#)

Step 2: [List of Trusted Network Contacts](#)

Step 2 & 3: [Open and copy this spreadsheet template](#)

Step 4: [Fit Charts](#)

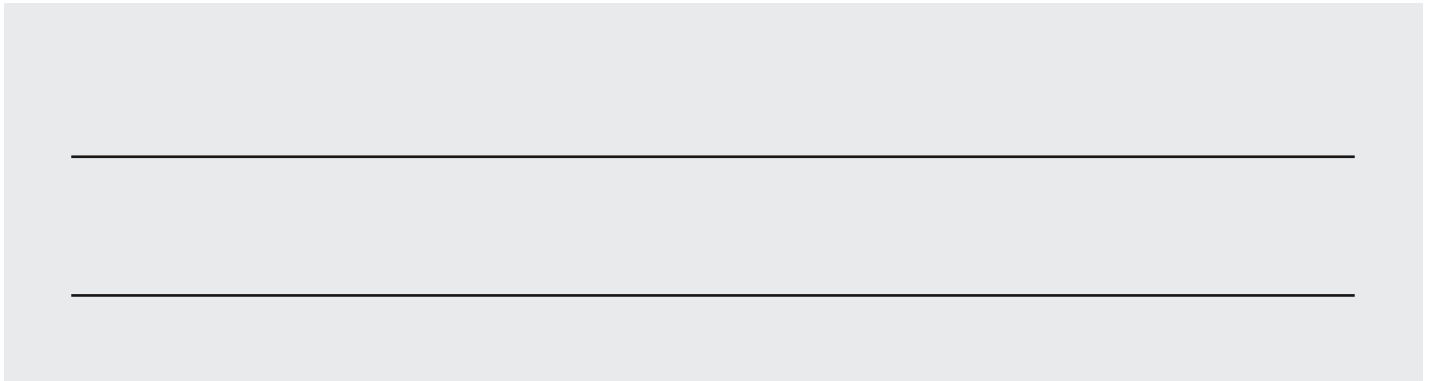
Step 5: [Commitment Call Checklist](#)

Self-Research Questions

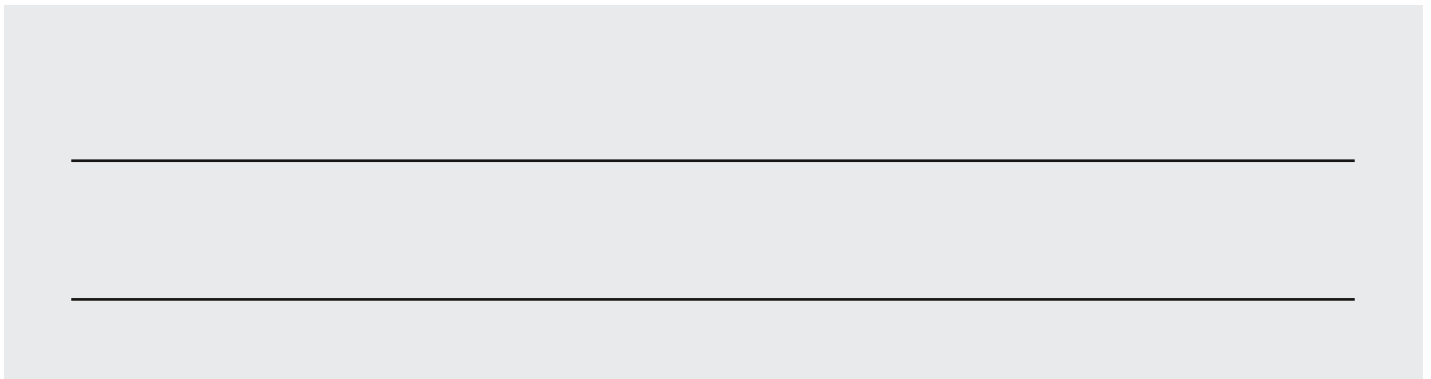
Simply use the editable fields below to write your answers

What is pulling me towards hiring a coach in the first place?

For example: *Am I stuck, am I ready, am I lost, am I scared, am I unclear?*



What would I like to gain from the coaching experience?



How soon do I need to change or gain insights?

What are a few versions of the ideal future state I want to make happen?

What gap(s) do I sense a coach will help me fill that remain unfilled by mentors, advisors, partners, or peers?

In sports, academics, or my career, what coaching styles did I respond to best? Which of my coaches or advocates helped me see myself more clearly and confidently, and why?

Am I in need of mental health support, or strictly in need of someone to help me sort out my next chapter?

Now that you've spent ample time understanding your needs, it's time for Step 2: Market Research.

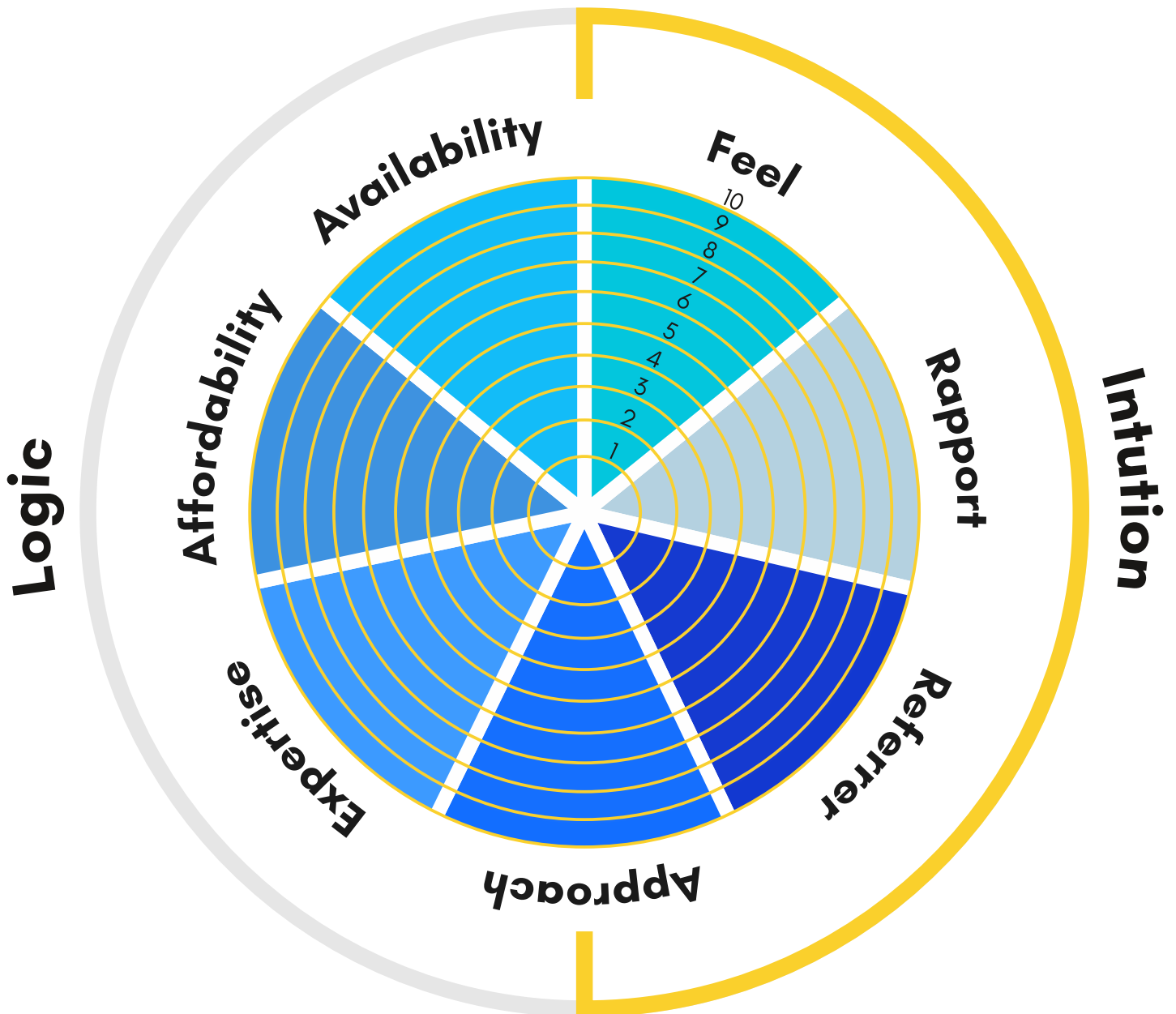
List of Trusted Network Contacts

Use the editable fields below to list the names of your trusted contacts

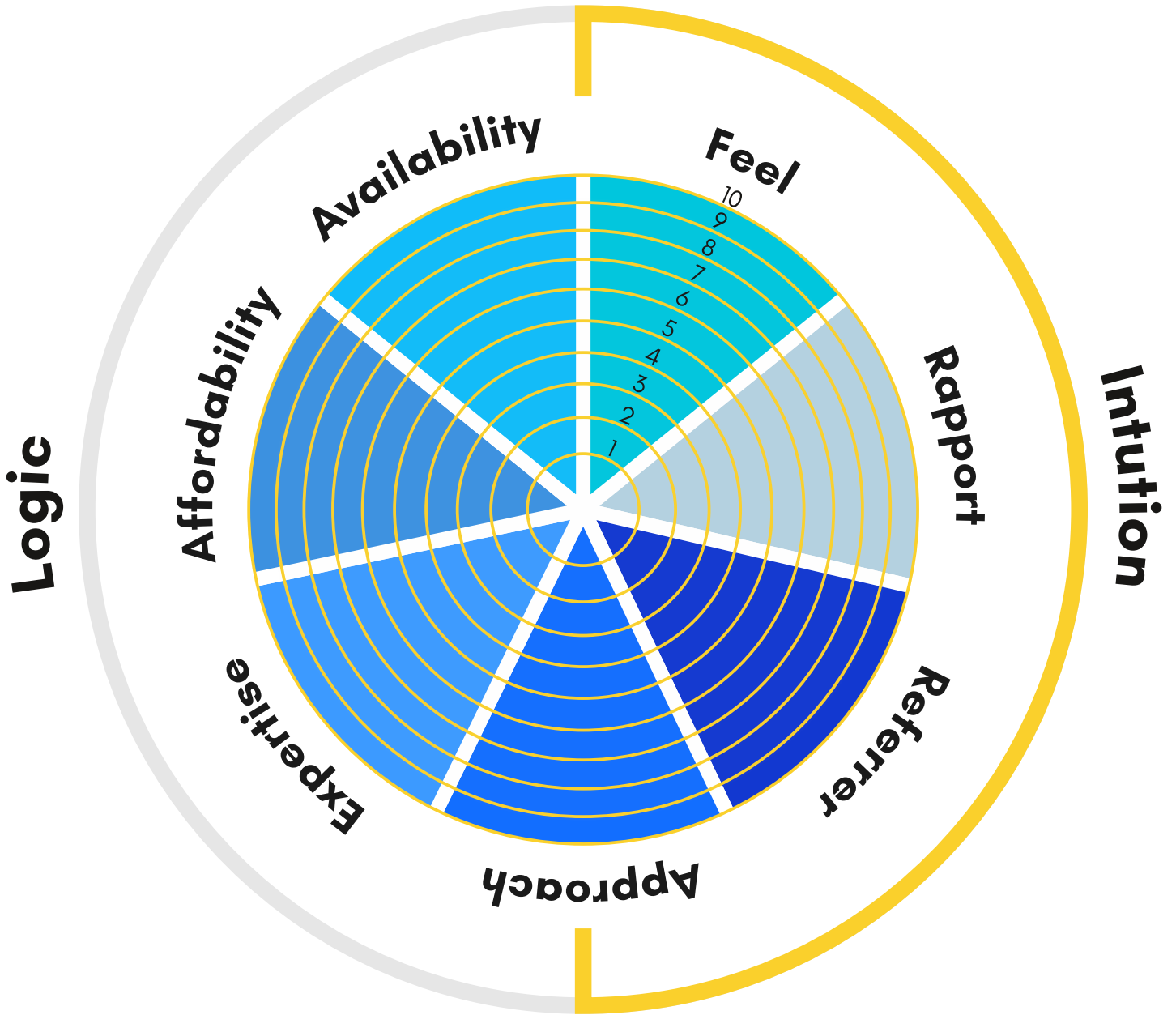
Fit Charts

Complete one per coach

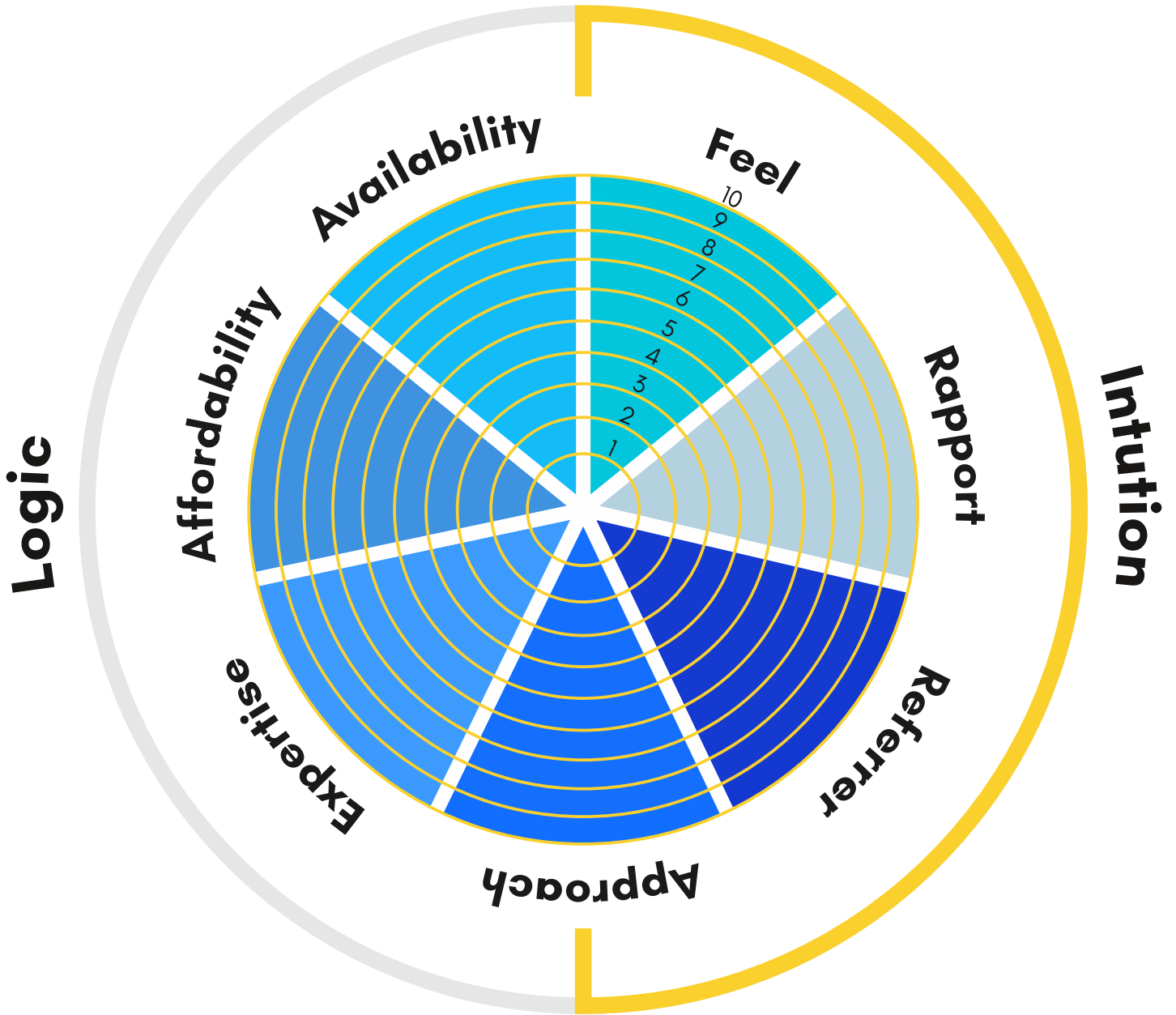
Coach



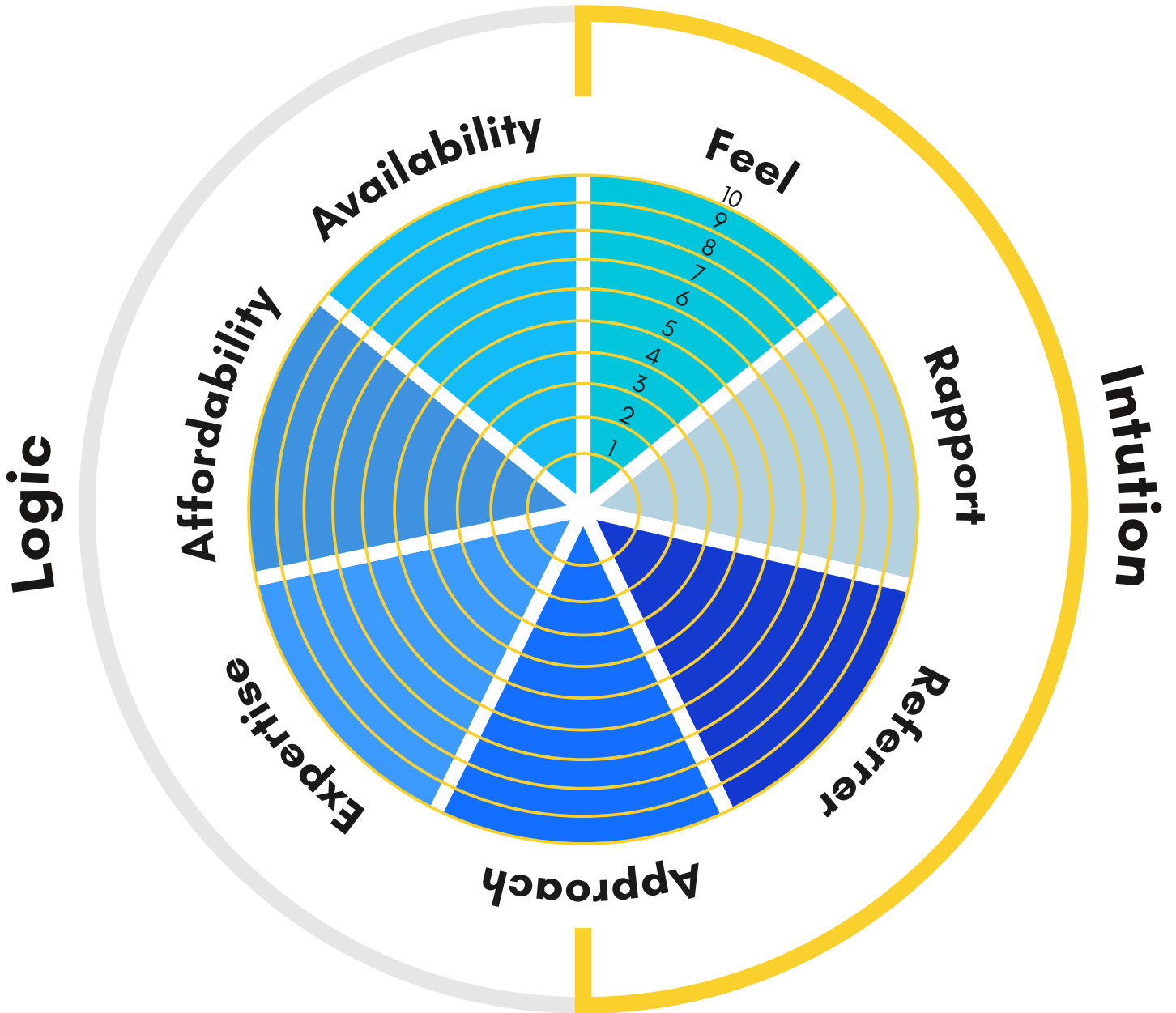
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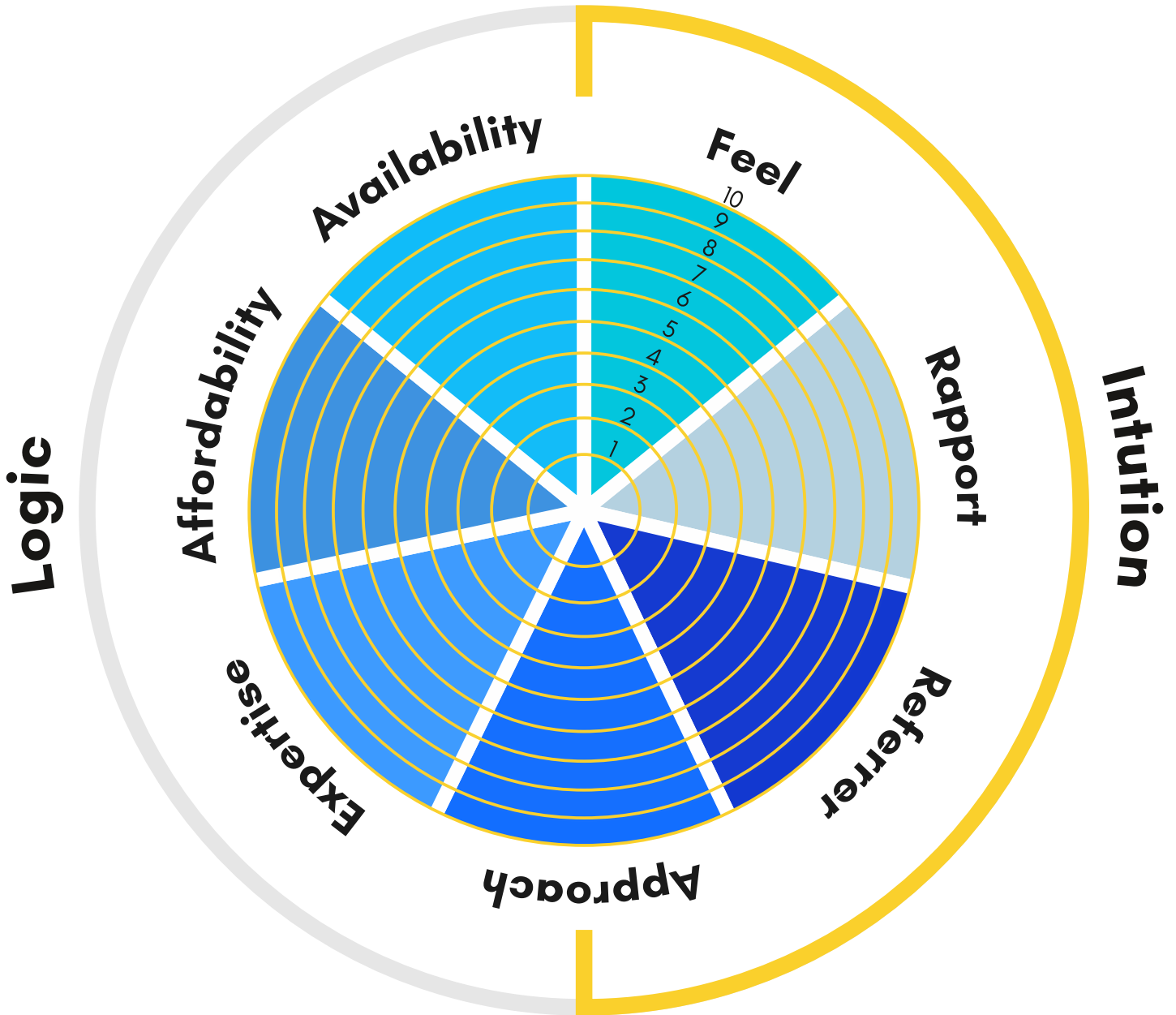
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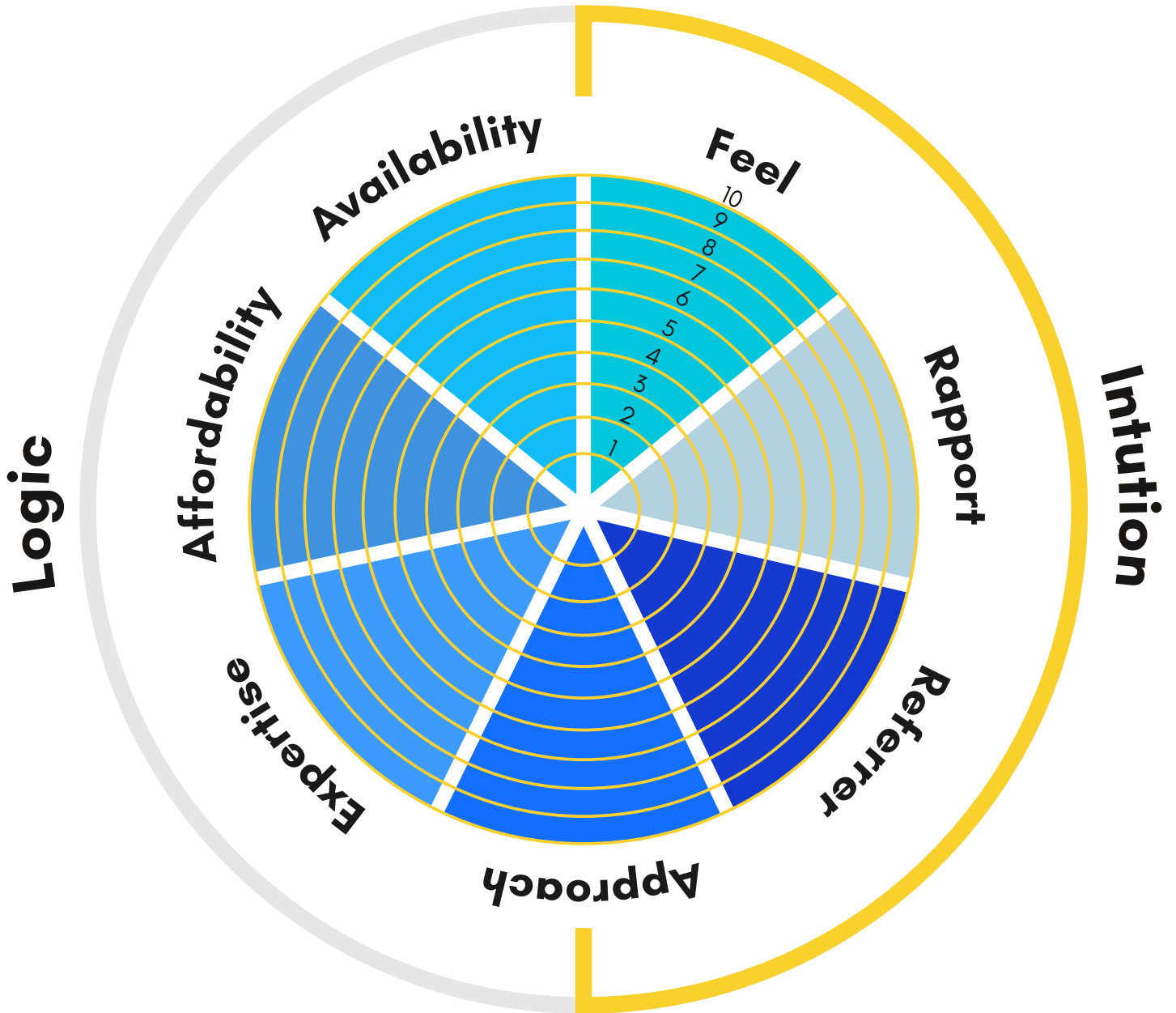
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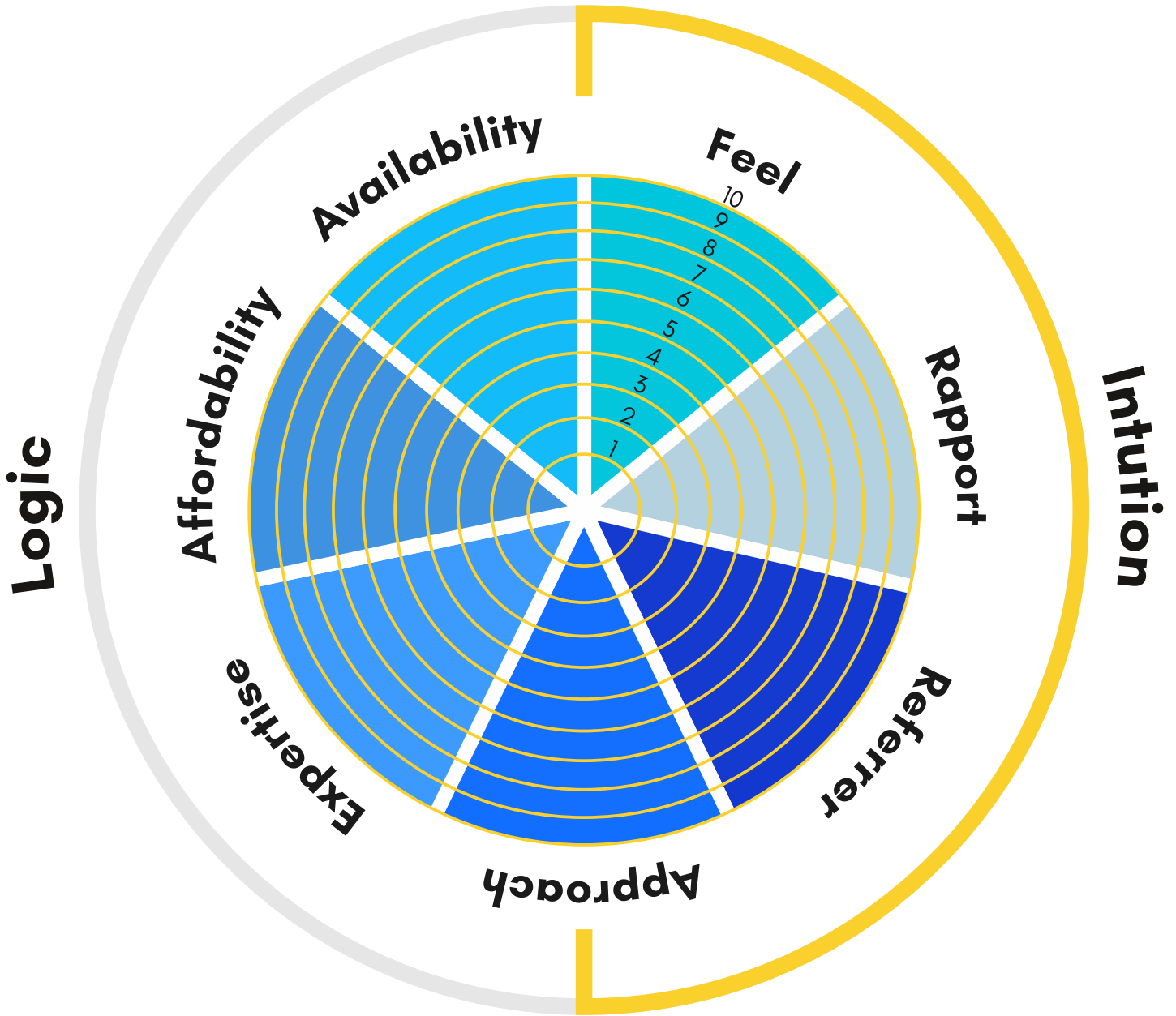
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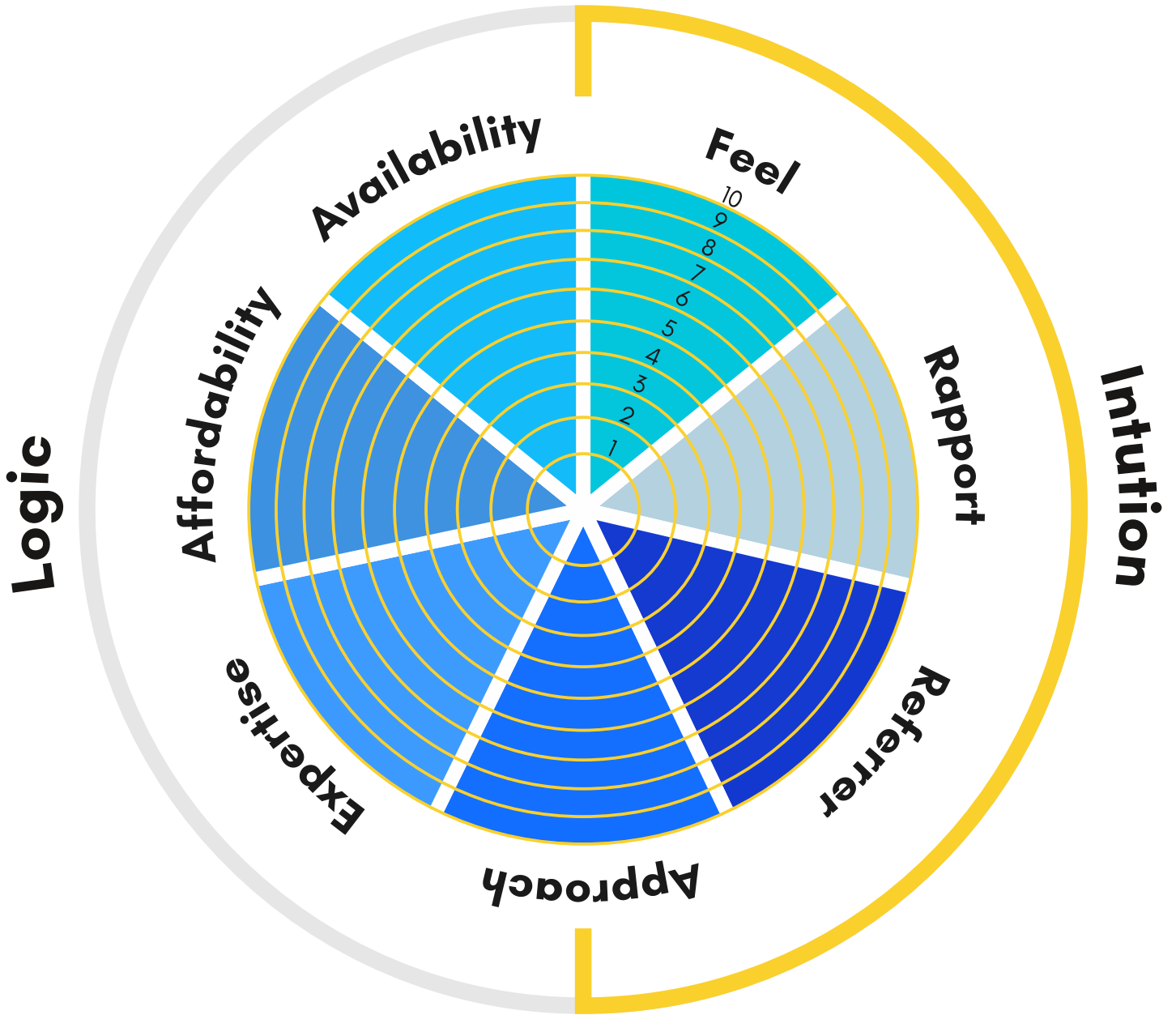
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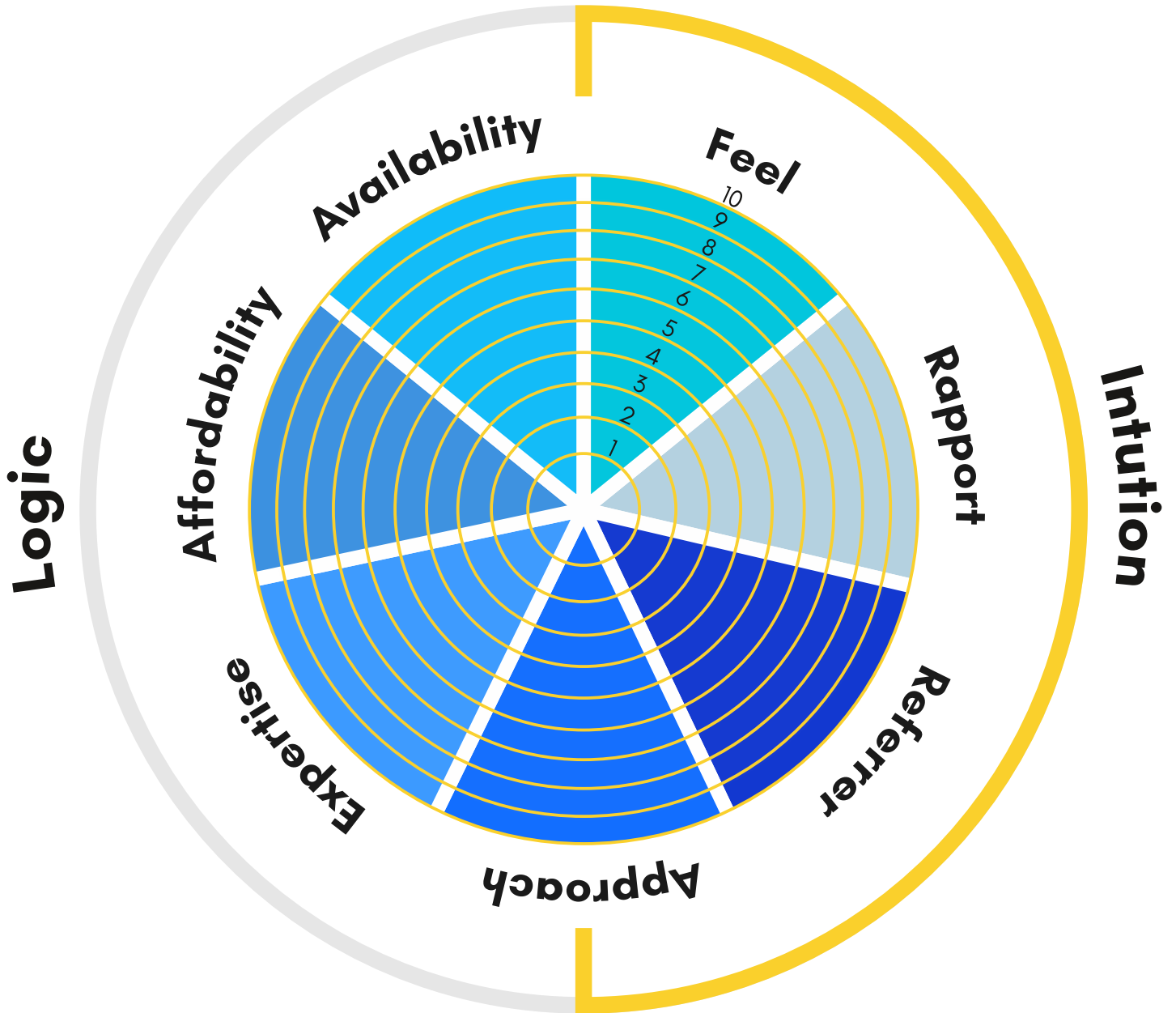
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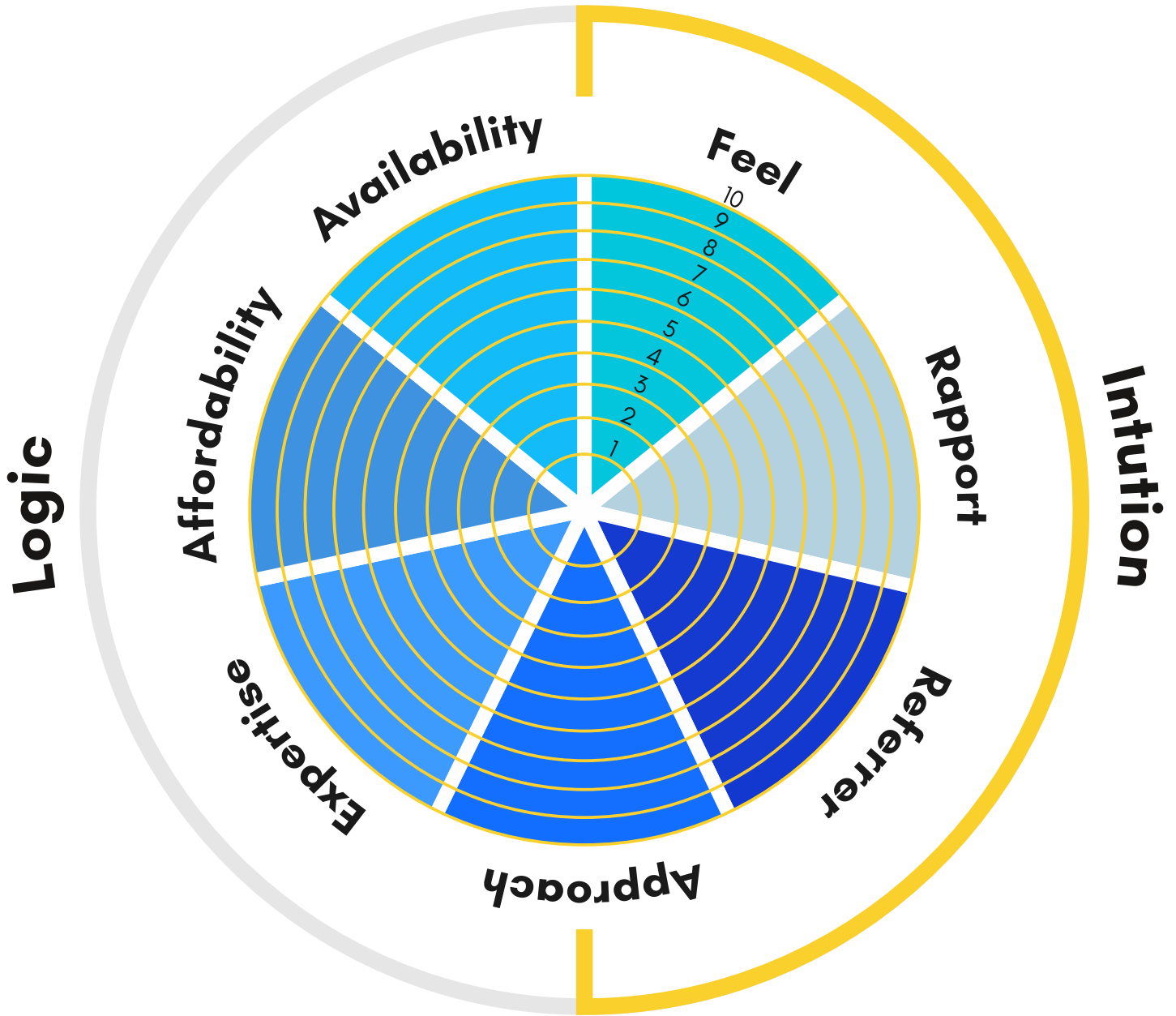
Coach



Coach



Coach



Commitment Call Checklist

1. Schedule commitment call

2. Address during commitment call

Your reasons for selecting them among other coaches you researched

How excited you are to get started working with them

What this coach-hiring process has revealed to you about yourself and coaching

Schedule your first client session and, ideally, recurring session dates

Any homework your coach would like completed before the first session

How to review and sign the coach's contract

Acceptable schedule and method for paying coaching fees

Inform your allies:

Update your Trusted Network Contacts, plus colleagues, partners, peers, or mentors/advisors!

Check-in with yourself:

Notice and write down how you're feeling about embarking on your coaching journey. Down the road, you will likely find it inspiring to revisit your feelings and observations from the start of this journey.

Now, DO THE WORK!