

# WORKSHEET: GUIDED QUESTIONS FOR SELECTING A COACH TRAINING PROGRAM

Factors	Questions to Ask Yourself	Questions You May Want to Ask Programs
<b>DIFFERENT APPROACHES TO COACHING</b>		
<i>Philosophy</i>	<p>What theories and disciplines am I interested in learning about?</p> <p>Do I want to approach coaching more generally or focus on a specific area of expertise?</p> <p>How important is it that a program's founder be a leading expert or voice in the coaching field?</p>	<p>How does the program define its coaching approach?</p> <p>Is the program based on the philosophy of a specific thought leader or approach?</p> <p>Is the program multidisciplinary?</p> <p>What is the mix of theory and application?</p>
<i>Coaching Models and Methodology</i>	<p>What types of models/ methodologies do I need to support me in my coaching?</p>	<p>Does the program have a coaching model? Who created it?</p> <p>Does the program have a coaching methodology? Who created it?</p>
<i>Curriculum</i>	<p>What do I want to learn?</p>	<p>What is the curriculum?</p>
<b>ACCESS TO COACHING COLLEAGUES</b>		
<i>Instructors/ Faculty</i>	<p>What diversity of experience and background is important to me?</p> <p>Do I identify with the instructors and their experience (based on their CVs or bios)?</p>	<p>What are the requirements for instructors? What training and/or credentials are required? Years of experience? Coaching practice?</p> <p>Are the faculty members recognized thought leaders who have published material?</p> <p>Do the faculty stay the same throughout the course, or do they rotate?</p>

<i>Peer Group</i>	<p>What type of community do I want to belong to?</p> <p>Is it important for me to grow my network locally, nationally, or internationally?</p>	<p>What type of people does the program attract? What are their backgrounds and interests in coaching?</p> <p>How rigorous is the program's application process?</p>
<i>Alumni Community</i>	<p>What do I want to access from the alumni community?</p>	<p>What do graduates typically do after the coaching program?</p> <p>What alumni opportunities does the program offer?</p>
<b>A CONTINUOUS LEARNING ENVIRONMENT</b>		
<i>Learning</i>	<p>What type of learning environment is important to me?</p> <p>What type of advanced training and learning opportunities do I anticipate for myself?</p>	<p>What is the theory of learning, if there is one?</p> <p>How many participants are enrolled in each course?</p> <p>What opportunities does the program offer for advanced learning?</p>
<i>Coaching Practice</i>	<p>How much coaching practice do I want as part of the program?</p>	<p>What is the requirement for number of coaching clients? Number of coaching hours?</p>
<b>FOCUS ON DEVELOPING YOURSELF</b>		
<i>Self-transformation</i>	<p>To what degree am I looking for self-transformation? Am I ready to work on myself?</p>	<p>To what extent does the program focus on personal development?</p> <p>Will I be paid for coaching clients during the training?</p>
<i>Receive Coaching</i>	<p>What level of coaching or mentor support do I want from the program?</p>	<p>How many hours of coaching will I receive as part of the program?</p> <p>Am I able to choose my coach, or will he or she be assigned to me?</p> <p>Will I work with a peer coach or an experienced coach?</p>

<b>COACHING CERTIFICATION AND REPUTATION</b>		
<i>Credential</i>	<p>How important is it that a program offers a certificate or certification?</p> <p>How important is it that a program be accredited? Do I have a preference for the accreditation organization?</p>	<p>Does the program offer a certification or certificate? If so, what type of certification or certificate will I receive upon completion?</p> <p>What coaching association(s), if any, are you affiliated with?</p> <p>How is the program set up to help me get credentialed from a coaching association?</p>
<i>Reputation in the Marketplace</i>	<p>How important is reputation to me?</p> <p>How important is reputation to my target clients?</p>	<p>What is the reputation of the program in the coaching community?</p> <p>What is the reputation of the program within my target client demographic?</p>
<i>Affiliations</i>	<p>Are there any affiliations or connections that I hope to access through a program?</p>	<p>What affiliations does the program have and what benefits are provided to program participants/graduates?</p>
<b>PROGRAM LOGISTICS AND INVESTMENT</b>		
<i>Virtual or In Person</i>	<p>How do I like to learn? What learning format best supports my needs?</p> <p>What type of program works best with my schedule (e.g., virtual, in-person, monthly, weekends, weekdays)?</p>	<p>How is the program delivered?</p> <p>What parts of the program are online and what parts are in person?</p> <p>Are the days and times set, or are they flexible?</p>
<i>Location of Training</i>	<p>Do I have the time, money, and resources to travel to the program location?</p> <p>How will doing a local program affect my coaching goals?</p>	<p>Where is the training offered? How does the location impact the training, if at all?</p>
<i>Time and Effort Required</i>	<p>How much time do I have to dedicate to a program?</p> <p>Is now the right time to enroll in a coach training program?</p>	<p>What is the duration of the entire program? Are there accelerated options available?</p> <p>How much time does the program involve (inside and outside of class)?</p> <p>How many clients will I be required to coach and for how many hours?</p>

<i>Cost</i>	What is my price range (considering the payoff of finding clients to coach during and/or after the program)?	<p>How much does the program cost?</p> <p>Are payment plans available?</p> <p>What is included in and what is excluded from the price of tuition?</p> <p>If applicable, what is the average cost of travel to or from the in-person trainings?</p>
<b>PROGRAM LOGISTICS AND INVESTMENT</b>		
<i>Support to Launch a Coaching Business</i>	<p>How important is it for me to learn how to start a coaching practice as part of the program?</p> <p>What tools and resources do I need to support my coaching practice?</p>	<p>What level of business development training does the program provide?</p> <p>What support is offered to launch a coaching business?</p>