

HOW TO SELECT THE RIGHT EXECUTIVE COACH FOR YOU

IS THIS COACH RIGHT FOR YOU?



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THE PROCESS OF SELECTING THE "RIGHT" EXECUTIVE COACH FOR YOU CAN SEEM CHALLENGING AND CONFUSING. COACHES RUN THE FULL SPECTRUM IN TERMS OF THEIR QUALIFICATIONS, CREDENTIALS, EXPERIENCE, SKILLS, AND AREAS OF EXPERTISE. SO HERE IS HOW TO BE DILIGENT ABOUT YOUR SELECTION PROCESS. FOR EACH "FACTOR" RATE 0 - 5 WITH 0 BEING NOT IMPORTANT AND 5 BEING VERY IMPORTANT.

FACTORS	0 - 5	NOTES
COACHING CREDENTIALS & EDUCATION		
COACH'S OWN LEADERSHIP EXPERIENCE		
COACH'S VALUES AND CULTURE		
COACH'S REVIEWS ON LINKEDIN, YELP, ETC.		
REFERENCE CHECKS		
COACH WAS REACHABLE		
COACH ANSWERED MY QUESTIONS		
COACH ASKED ME GOOD QUESTIONS		
I FELT COMFORTABLE		
COACH HAS SOCIAL MEDIA		
COACH HAS ARTICLES OR BOOK		
COACH WAS RECOMMENDED BY FRIEND OR COLLEAGUE		
TOTAL:		

SCORING

0-36

If the executive coach scored between 0 and 36, this might mean that this coach is inexperienced and might not be beneficial to you and your business. The coach will probably be uncertain about what you and your business need, and probably will not be able to move you along on the path of change and growth. I recommend you look for another coach, and use this evaluation sheet to assess their fit with you too.

37 - 48

If the executive coach scored between 37 and 48, they may have an understanding of what you are looking for and what your business lacks as of now. This coach might not be well-known, but they may have enough skills and experience to help you in the short-term. After a while, you will probably want someone who is a higher level executive coach. I recommend continuing your search to find the very best executive coach you can find. You and your business deserve it. However, if for some reason, you cannot find the perfect match, this coach might do for now.

49 - 60

If the executive coach scored between 49 and 60, they know exactly what you want and need for you and for your business. This is a coach who is the best in their field, is known, and has proven results. They have a solid understanding of what your immediate needs are, and how to meet them. They will also set the stage for long-term, sustainable results. You have found an executive coach who will quickly identify blind spots and make an immediate impact, while preparing you and your business to meet your full potential!

"Dr. Nadine Greiner's mission is to make the executive experience exceptionally enjoyable and effective. She believes that the world needs great leaders. The world needs you, at your best!"

STEP 1

EVALUATE CREDENTIALS

Prior to engaging an executive coach, many people look for credentials. Don't merely look for coaches who are "certified" as some of these organizations can be marketing schemes, and most don't usually even require a high school degree (and besides who certifies them?). Instead, try looking for certifications that are tied to colleges and universities. And as another marker of continued preparation, look for specific licenses, certifications, and other credentials. I, for example, am certified in Myers-Briggs (MBTI), 16PF, CPI, FIROB, TKI, Strong Interest Inventory, and the Culture Accelerator, etc..

Credentials, however, also fail to reveal the full picture. Ideally, coaches have "walked the walk" and have assumed executive leadership positions in industry. According to research by Harvard Business Review (HBR), most executive coaches believe that prior experience working in a role similar to that assumed by their coachee(s) is a very important factor in their clients' executive coaching selection process. Executive coaches who come gifted with prior industry experience tend to be more business savvy, and more effectively and quickly understand the organizational politics and dynamics that are at play.

Finally, research shows that executive coaches should have extensive preparation in psychology and/or psychiatry. Studies conducted by the University of Sydney revealed that between 25% and 50% of individuals seeking executive coaching exhibit clinically significant levels of anxiety, stress, and/or depression. Executive coaches must be able to tackle and address these issues.

STEP 2

ENSURE ALIGNMENT OF VALUES AND CULTURE

It's dangerous to engage an executive coach on the sole bases of reputation and experience. Executive coaching is a partnership and, according to research by HBR, will last for an average of 4 to 6 months.

It's essential that executive coaches take the time to understand your organizational culture, values, and mission. You and your employees will only fully embrace executive coaching if strong mutual understanding and cultural alignment exist. If a coach is distracted or more focused on selling additional services as opposed to investing time to understand you and your organization, this should raise a red flag.

STEP 3

CONDUCT REFERENCE CHECKS

Before signing on the dotted line, it's critical to conduct reference checks. Research by the Center for Creative Leadership has found that 50% of executive coaches believe that quality personal references are very important factors in their clients' executive coaching selection process. Ideally, executive coaches have worked with similar firms or similar industries. The research revealed that the most important factor underlying the executive coaching selection process is experiencing coaching in similar settings. In order to be fully successful, executive coaches must be aware of the intricacies associated with different types of companies. A professional services firm operates very differently than a biotechnology firm and, for example, faces different recruiting challenges, competitive dynamics, and regulatory requirements.

A few years ago, a potential coaching client called me to ascertain if we would be a good fit. I was impressed because she asked the following questions, and I recommend you do the same:

- What types of clients do you typically work with?
- What type of training and certification do you have?
- Do you have credentials in psychology?
- Do you have relevant business expertise?
- How will you help me achieve my goals?
- How do you measure progress and success?
- What makes for a successful coaching relationship?
- How are you the same or different than other executive coaches?
- Can I speak with some of your past clients?

By doing your due diligence and homework, you'll be able to benefit from an executive coaching process that will enrich you, your career, and your life.

My name is Dr. Nadine Greiner and my mission is to make the executive experience exceptionally enjoyable and effective. I believe that the world needs great leaders. The world needs you, at your best.

As a psychologist and former corporate CEO, I understand the pressures and demands you face. Equipped with this background, and a 30-year record of developing some of the brightest stars in San Francisco and the Silicon Valley, my goal is to help you achieve even greater success in your career too.

Let's talk about how we can work together.

As an active animal advocate, I donate 20% of all profits to animal welfare.

- Dr Nadine