

Top 10 Questions to Ask Before Hiring a Coach

More than ever, top business people are hiring coaches and consultants to help them take their businesses to the next level. The following is a compilation of questions we commonly hear from prospective modular and turn-key consulting clients. Feel free to use this as part of your own due-diligence process to ensure that you make an informed decision and select a coach that is a good fit for your needs and situation.

1. How long have you been in this business and how many clients have you worked with?
2. Will you assist me in the actual implementation of your system?
3. Do you have a process in place to ensure that I become self sufficient, and to prevent me from drifting back to old habits over time?
4. Will your system ensure consistency across my entire team?
5. Are there milestones to show my sequential progress as the program is unfolding?
6. Will I be able to quantifiably measure the impact you have on my business? What is the ROI range achieved by your clients?
7. What are the three primary “pay-off” benefits of your program?
8. Can I see testimonials from former clients in a similar situation to mine?
9. Do you accept anyone as a client, or are you selective?
10. Is there a “fit”?

Keep in mind, the value of a coaching program really begins when it's over, not just while you're in it. If you can take the philosophy, content and execution plan and translate it into results, then it's been a good investment of time and money. If, on the other hand, the value is temporary and you aren't able to create habits and disciplines that stand on their own and compound over time, then what's the point? Keep in mind, contrary to the old cliché, time is not money! Your time is more valuable than your money. You can earn back the money you spend, but you can't get your time back.