

## **Tips for Hiring a Career Coach**

### **Develop a rationale for your coaching relationship**

- Understand your expectations and goals for hiring a coach.
- Put these in writing.
- Decide what you hope to gain from hiring a coach.

### **Understand the role—and benefits—of a good coach**

- Evaluates your goals, strengths and transferrable skills and offers honest feedback.
- Gives you a better sense of the job market in your areas of expertise.
- Helps you craft a resume that serves as a valuable self-marketing tool.
- Offers expert interview coaching, tips and practice.
- Identifies the right search path for you to follow.
- Advises on networking, recruiters and staffing agencies, ads and social media use.
- Provides valuable negotiation assistance.
- Most importantly, delivers ongoing coaching and advisement in your search process.

### **Understand what a career coach DOES NOT do**

- Find you a job. A coach will coach you through your job search process – not find you a job. But if you listen to the advice given, you will often have a shorter search and enjoy a greater degree of success and satisfaction. You will learn more quickly and effectively what to say, how to say it and where to say it.
- Perform miracles.
- Do your work on your behalf.

### **Know what to look for in a coach**

- Reputation, recommendations and referrals. Credentials alone don't always guarantee success. Look for positive endorsements. Ask for references and check them!
- Experience with varied outplacement assignments. A human resources background is also helpful.
- Education and certifications. Highly attractive credentials include Certified Career Master and Certified Professional Resume Writer. Look for others as well.
- Potential coaches should offer you a free consultation.

### **Learn where to locate a good coach**

- Seek referrals from friends and colleagues who have used a coach.
- Conduct a LinkedIn search. Search under "career coach".
- Additional sources include the Worldwide Association of Business Coaches ([wabc.org](http://wabc.org)), [Careermanagementalliance.com](http://Careermanagementalliance.com), and the International Coach Federation ([icf.org](http://icf.org))

### **Make sure to watch out for:**

- Exaggerated or unrealistic claims, promises or guarantees.
- A high-pressure sell.

### **Determine whether a coach is worth the investment**

- Know the costs up front: Expect to pay between \$75 to \$500 per hour, though many coaches charge by the project based on a set period of sessions, number of meetings or months of engagement.
- Based on your understanding of the role and benefits of a coach, decide whether he or she can help you meet your expectations. Always ask for an agreement that spells out what each party is responsible for and the nature, duration and deliverable of this arrangement. Most good coaches already do this as standard practice.



*Creating success through strategic and intentional change.*

- Hiring a coach is like taking a class – you can learn the content by yourself by reading the textbook, but the experience of being part of a “formal agreement” forces you to become organized, receive just-in-time feedback, and ultimately learn more effectively.

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