








What are the qualities of a great coach?

It's tempting to choose the coach with the funkiest website or the snazziest programme name, but that's no guarantee of success.

You want someone you can *trust*, focused on *your* best interests.

When choosing a coach to work with, ask yourself:

- Do they demonstrate the qualities listed here?
- Can you imagine yourself telling them your biggest fears and joys?
- What do their other clients say about working with them?

	Good chemistry	You can't fake chemistry. If the coach and client don't "gel", the client won't get the full benefits of the coaching. Look for a coach who offers a no-obligation introductory session.
	Practical experience	An experienced coach has not only solid theory, but also battle-scars from their learning in the "real world". They take a down-to-earth approach, making sure that each tool or process adds real value.
	Curiosity	Expect to ask and be asked lots of questions! Skilled coaches use thought-provoking questions to draw out your experiences, hopes, frustrations, insights and energy for change.
	Willing to sit with discomfort	Learning and growth happen outside our comfort zones. A wise coach creates a peaceful space for their clients to embrace the awkwardness that comes from stretching, growing and changing.
	Trustworthy	A great coach maintains your confidentiality, tailors their support to your goals, desires and needs, and will refer you to others if they are better-suited.
	Transparent and open	Courageous coaches are authentic, honest and reliable. They'll offer their clients truthful, empathetic and sincere feedback, with a positive, developmental emphasis.
	A learning orientation	An excellent coach is always learning - about themselves, their clients, and the world. They will invest in their own development, learn from their errors, and be open to feedback to help them grow.