

# How to choose your executive coach?



by Navid Nazemian  
for Cambiana



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by Navid Nazemian, January 23rd, 2019

In my last article we looked at why so many leaders end up selecting the wrong Coach. The following article will focus on the top 10 criteria you should consider when selecting the most appropriate Executive Coach.

Firstly, and before getting in touch with any potential Executive Coach you should be looking at the following:

- 1. Experience level.** What is their core expertise, what credentials do they carry, what is their thought leadership and their view on what Executive coaching is about?
- 2. Accreditation, degree & professional certification.** What does their learning journey look like, have they kept their knowledge up to date and are they continuously looking for development opportunities in order to best serve you as a client?
- 3. Business understanding & sector experience.** What is their own background, do they have any relevant experience in your sector or in the sector that you're trying to break into, are they equipped with industry experience that will prove useful to the coaching? Make sure that you ask all the relevant questions that are on your mind before making a decision. Once you have clarified the above, you should be meeting with 2, and no more than 3, Executive Coaches for a so called 'Chemistry Session'. During these:

**4. Chemistry.** Check whether what you have found out about the Executive Coach comes to life during the chemistry session. Are they engaged, do they possess good listening skills, what is their coaching style, do they offer rigour and flexibility at the same time, what is their style of coaching? Could you imagine working with that individual very closely for an extended period of time?

**5. Coaching methodology.** What does a “typical” client process look like if you were to work with them? To what degree are they able to provide you with clarity as to what working with them may look and feel like?

**6. Outcomes.** Will there be clear, measurable and agreed learning outcomes? How will the outcomes of the coaching engagement be measured and evaluated against?

**7. Ethics & confidentiality.** What is their understanding of the ethics around coaching, are they in regular supervision themselves, what about confidentiality, how will this be ensured, also contractually?

**8. References & clients testimonials.** Are they able to provide you or HR with credible references and client testimonials at your level of seniority? What concrete results have been achieved by their previous clients? What would be the cost involved for a coaching engagement and what is included and what would be charged as an extra service?

**9. Contracting.** How do they manage expectations in an organisation? Will they involve HR and your line manager and if so, how will that exactly take place and what boundaries are to be expected, and will those be put in writing?

**10. Diagnostics tools.** What diagnostic tools will they use (if any) and what is the concrete value of using that tool to support the coaching outcomes? Will there be a 180 or 360-degree tool involved and if so, how valid and reliable is it and who will have access to the results?

Going through the above criteria will not only increase the likelihood of you landing the ideal Executive Coach substantially, but...

**it will also ensure that you have a thought and challenging partner on your side that will help you to grow beyond what you had imagined is possible.**

Do you still find it a daunting task to select the right Executive Coach? Then don't hesitate to reach out. I'm always happy to help where I can.

As an Executive Coach, Navid Nazemian helps senior leaders navigate through change and ambiguity more effectively and build their own resilience whilst doing so.



As a global HR leader, he has gained 2 decades of hard core experience in transforming HR functions, commercial businesses and R&D units of blue chip companies across a wide range of sectors, namely Retail, Sporting Goods, Commercial Finance, FMCG, Pharma & Telecommunications.

Navid is currently the only Integrale Coach® worldwide. He studied with the most experienced Master Coaches in 3 continents - Africa, Europe, USA - and received this unique certification, acknowledged by the International Coach Federation (ICF). He is member of the influent global

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