

What is professional coaching?

Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives.

Coaches are trained to listen, observe and customize their approach to individual client needs.

They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity the client already has.



**International
Coach Federation**

Contact ICF:

2365 Harrodsburg Rd, Suite A325, Lexington, KY 40504

Telephone: +1.859.219.3580
888.423.3131 (U.S., Canada)

Facsimile: +1.859.226.4411
888.329.2423 (U.S., Canada)

E-mail: icfoffice@coachfederation.org

Web site: www.coachfederation.org



Choosing a
Professional
Personal or Business
Coach



**International
Coach Federation**



What are the benefits of hiring a coach?

Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

How do I choose a coach?

The most important thing to look for in selecting a coach is someone with whom you feel you can easily relate to and create the most powerful partnership. Here are some questions you may want to ask prospective coaches:

- What is your coaching experience? (number of individuals coached, years of experience, types of situations)
- What is your coach-specific training? Do you hold an ICF Credential, or are you enrolled in an ICF Accredited Training Program?
- What is your coaching specialty or the client areas you most often work in?

- What specialized skills or experience do you bring to your coaching?
- What is your philosophy about coaching?
- What is your specific process for coaching? (how sessions are conducted, frequency, etc.)
- What are some coaching success stories? (specific examples of individuals who have done well and examples of how you have added value)

The International Coach Federation also recommends that consumers choose ICF credentialed coaches.

What is an ICF Credentialed Coach?

A coach who has been credentialed by the International Coach Federation has demonstrated that they have met the stringent requirements of coaching.

A coach who has been credentialed by the International Coach Federation has received very specific coach training, has achieved a designated number of experience hours and has been coached by a mentor coach.



Why choose an ICF Credentialed Coach?

If you want to make sure you get a professional to handle your financial affairs, you would probably choose a CPA, because you would know they had attained a certain level in their profession.

If you wanted an attorney, you would want one that had passed the Bar Exam.

Why choose a coach and have to wonder about their qualifications? When you choose an ICF credentialed coach, you can enter the coaching relationship with peace of mind.

For more information on the International Coach Federation or to search for a credentialed coach, visit www.coachfederation.org.

