

# How to Interview a Coach

## Approach

**We recommend:** A large percentage of your meet & greet should be discussing their approach toward your goals. After all, you have an outcome in mind, and you're hiring them to help you get there.

### Popular Questions

- “How do you usually approach getting started with a new client?”
- “Are there any principles that guide your approach to coaching?”
- “Do you usually assign homework after each coaching session?”
- “What are the qualities of some of your most successful clients?”
- “Who comes up with the topics for each session?”
- “How does a typical meeting work?”

## Style

**We recommend:** Weigh this part of your discussion similarly to that of their approach. Coach style differences could evoke knee-jerk reactions that will guide your decision following the meet & greets.

### Popular Questions

- “How would you describe your coaching style?”
- “What are your strengths as a coach?”
- “I understand some coaches are very open-ended and mostly ask questions and some have more of a plan/program for their clients. Can you tell me where your style falls on this spectrum?”
- “What kind of contact do you have with clients between sessions?”

## Experience

**We recommend:** Be careful not to over-index on their professional background. Oftentimes, coaches outside of your industry can provide beneficial perspectives that you may not get otherwise.

### Popular Questions

- “What's your experience working with people in my industry?”
- “What was your professional experience before you became a coach?”
- “How long have you been coaching?”
- “What kinds of clients do you usually work with?”