

**Questions to Ask an Executive Coach**

***Before Working with Them***

* What events led them to pursue the executive coaching path?
* How long have they been serving in a coaching capacity? How many clients do they have? What have been some tangible business results they have achieved with their clients - always ask for and check on references?
* Have they run a business themselves or at least had significant P&L responsibility within a larger entity? How well did they perform in this role (ask for specifics)?
* What is their level of formal business training/education?
* What business books/periodicals/publications are they reading on a regular basis? What are some recent books/articles that resonated with them?
* What formal training have they received to qualify them as an Executive Coach? How are they maintaining and sharpening their executive coaching skills on a regular basis?
* Are they affiliated with a larger entity that offers support and guidance or are they simply a solo practitioner?
* What is their approach to business/executive coaching and how did they form this opinion?
* What are their coaching areas of expertise and when do they refer out to other professionals?
* Will they leverage their coaching relationship with you to create other business consulting opportunities with your company?
* What else do they do professionally besides coaching? What percentage of their business is spent on non-coaching activities?
* How successful is their coaching practice in terms of revenue growth and profitability?  What is their long-term plan for their coaching business?
* How long does their average client typically work with them? Why does the relationship usually end?
* Do they use a coach and/or participate in a [peer group](http://en.wikipedia.org/wiki/Peer_group) themselves.  If no, why not?