

HIRING A COACH





COACHING

Coaching has become a common tool for high-potential employees, and some studies report up to a 529% rate of return on investment. With numbers that high, the interest in coaching will only grow. If you are looking to hire a coach, either for yourself or someone in your organization, what do you look for?





1 EXPERIENCE

Coaching is one of a very few industries that has no regulations, which means there is a wide variety of quality in the people who call themselves coaches. Look for a coach who has leadership experience if you are looking to develop leadership qualities. Having organizational knowledge in their history helps provide perspective as they coach you. Additionally, look for the one common credential in the industry – the International Coach Federation (ICF). The ICF has three levels of credential – Associate Certified Coach (ACC) which translates to 100 hours of coaching among at least 8 different clients; Professional Certified Coach (PCC) with 500 coaching hours among at least 25 clients; Master Certified Coach (MCC) with 2,500 coaching hours among at least 50 clients. The combination of hours of coaching plus number of clients is an important measure to consider when interviewing a coach.

2 METHODOLOGY

Coaching is a process, and when interviewing a coach ask about their methodology, their process, and how long their average engagement lasts. Coaching is an internal experience, so expect to be looking at your values, your communication, and your relationship to the world, not the other way around. Expect a minimum engagement to be 3 months if you are looking for lasting impact.

I cannot teach anybody anything. I can only teach them how to think.

—Socrates



3 360 VIEW

You can also expect your coach will want some sort of 360 view of you, either interviewing or assessing direct reports and/or your boss or reviewing any 360 assessments you have already completed. Some coaches will also begin with an inventory to examine the various aspects of your life and your level of satisfaction with each.

4 EXPLORE

Coaching sessions become your time to explore. You'll bring your challenges to the coaching session, expecting to look at your approach and behavior in considering new skills and replacing habits. Accountability to change is done through "homework" assignments and reporting back at the next coaching session.

5 COMPATIBILITY

Compatibility with your coach is critical. You'll want someone you can trust, who will feel like a confidante and your champion. Have conversations with a few coaches, and if you are selecting a coach for someone in your organization, provide them a few names to connect with and choose from.

*They key is not the will to win. Everybody has that.
It is the will to prepare to win that is important.*

—Bobby Knight



6 DETERMINATION

Be determined to find the right coach for your success. Determine how you will measure success and ask how the coach measures progress in their clients. If you are hiring a coach on behalf of your organization, decide what reporting relationship you want with the coach, and ask how they typically respond to the organization while maintaining a confidential coaching relationship with their individual client.

CONCLUSION

Coaching may be unregulated, but it is a powerful process that will elevate your career, and your life. Commit to hiring the right fit for you, be prepared to invest in yourself, and then enjoy the rewards.

Coaching is unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them.

—Timothy Gallwey

COACHING QUESTIONS

1. How long have you been coaching?

2. What credentials, if any, do you have and where did you obtain them?

3. What kinds of clients do you have right now?

4. How long is a coaching session? And a coaching relationship?

5. What results should I expect from my coach?

6. What is your coaching style?

7. How do you measure progress?

8. How do you report results to me, and to my organization (if applicable)?



MEET JUDY

JUDY HISSONG, CLM

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Judy earned her Bachelor's Degree in Accounting from Huntingdon College, and her Master's Degree in Sports Management from the University of Richmond. In addition to her Professional Coaching Certification, she is a licensed provider for the suite of emotional intelligence tools provided by Personal Strengths Publishing, and also for the Living Your Vision process. She is a Certified Legal Manager. She resides in San Diego, CA.

HEALTH Judy Hissong was a professional athlete and has been an ACE Certified Personal Trainer since 1993. She has designed personal training programs for professional athletes and for business professionals. She writes articles on the importance of health and exercise to maintain productive workload and provide work/life balance. She has been a presenter at many international conferences on the topic of work/life balance and stress management in the workplace. She is an Accredited Life Coach working with individuals who know they can achieve more (personally, professionally, or both) and want to overcome their obstacles to success. She works with teams (athletic and corporate) who want to break through their current performance ceiling to achieve the next level.

BUSINESS With over 15 years in leadership roles inside professional service organizations, Judy provides a wealth of knowledge and expertise in leadership, emotional intelligence, and successful business planning. She is a sought after speaker and facilitator on topics of emotional intelligence, strategic and long range planning, leadership development and accountability, and job coaching. She writes articles on the importance of leadership and strategic planning in the success of business, and has been an instructor for the University of California San Diego in their Certificated Program for Paralegals.

LIFE This unique combination of business and wellness led Judy to create Nesso Strategies. Her energy is contagious, and her message is powerful and simple. She partners with organizations to develop profit-oriented strategies based on her business acumen and her team-oriented approach. She is here to guide individuals toward balance in their workdays, and their personal lives. Now that makes sense and cents.

If your actions inspire others to dream more, learn more, do more and become more, you are a leader. —John Quincy Adams

Bachelors Degree in Accounting | Masters Degree in Sports Management | Certified Professional Coach | Former Professional Athlete | Licensed Provider of Emotional Intelligence Tools | Certified Living Your Vision Coach | Certified Legal Manager | ACE Certified Personal Trainer | ICF Professional Certified Coach

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