

The Ultimate Business Coach Vetting Checklist

Coach Name: _____

Coach Organisation: _____

(ActionCOACH; Business Doctors; Entrepreneurs Circle; independent etc)

1. Business Information and Experience

- i. The coach is licensed and insured (Professional Indemnity)

Yes or No? _____

- ii. How many years has the coach traded as a business coach?

Years in business: _____

Note: over 85% of all business owners fail within the first five years after start-up

2. Customer References

Ask the following questions of the coach:

How many business owners have you coached since being in business?

Businesses Coached: _____

How many were coached in the last 12 months?

Businesses coached in last 12 months: _____

Of those coached, how many references can you provide?

Number of references available _____

Note: if the coach provides less than 20 customers as references, either verbal or video, we consider this to be a red flag. Our experience has been that the vast majority of people when asked are willing to go on a reference list. In our opinion, providing less than 20 customers as references equates to less than a 50% chance of being happy in the end.

Call a minimum of 5 references

- When Calling the References, Ask the Following:
- If you needed to, would you use the coach again?
- What did you enjoy about the experience?
- What was least enjoyable?
- What would you do differently?
- How did the coach handle challenge and problems when they arose?

3. Reviews and Ratings

Collectively, the coach has at least a 5:1 good review to bad review ratio

Yes or No? _____

The coach responded reasonably to negative reviews when possible

Yes or No? _____

4. Toolkit Used by The Coach

The organisation that the coach is affiliated to have good reviews in the marketplace

Yes or No? _____

The customer references you called gave the documentation and platform used by the coach positive ratings

Yes or No? _____

The coaching programmes are backed by a solid guarantee?

Yes or No? _____

5. Delivery Practices

Does the coach have any delivery methods or platforms that distinguish them from the competition? **Yes or No?** _____

6. Pricing and Agreement

Whenever possible, the investment in a coaching programme is included in the coaching agreement.

Yes or No? _____

7. Things That Are NOT All That Important

- The size of the parent coaching organisation. Great coaches are individuals.
- Website and Marketing: Shiny brochures and updated Facebook & LinkedIn posts are nice, but not necessarily an indication of integrity or expertise.
- We hope you will find this helpful on your quest to finding the perfect coach.