

**“How To Choose An Effective Business Coach”**  
**A new visual E-Book by Roelf Woldring**

**“How To Choose An Effective Business Coach” – A new visual E-Book**

**Choosing An Effective Business Coach**

A Practical Approach for Business Professionals,  
Independent Business People, Managers of Direct Reports,  
And Organizational Leaders

**The Effective Business Coach:  
5 Keys to Success**

**Roelf Woldring**  
[Roelf@The-Right-Talent.ca](mailto:Roelf@The-Right-Talent.ca)  
1-416-427-1567  
© 2018 - 2022

8 visual modules, 6 interactive learning quizzes, 4 resources

[Click here to Join the Life Long Learner Community and get access to this new E-Book.](#)

**Contents**

“How To Choose An Effective Business Coach” – A new visual E-Book..... 1

My Experience with Business Coaching ..... 1

The Business Coaching Industry Is In A State of Flux..... 2

What is the real measure of coaching success: SEO prowess or an increase in the productivity of the Person Being Coach? ..... 2

“Fit” is the Most Critical Success Factor for Effective One on One Coaching ..... 2

Transferring What We Know About Fit to The Business Coaching Relationship ..... 3

“How To Choose An Effective Business Coach” – A new visual E-Book..... 3

A page from the Checklist that is part of the E-Book..... 4

**My Experience with Business Coaching**

I have managed several hundred direct reports of the course of my career I coached many of them I engaged coaches for a number of them. There were two reasons. In some cases, I commissioned a coaching relationship to to help a individual increase their level of performance. In other cases, I asked the coach to help prepare the person for for taking on greater scope and accountability.

I also functioned as a business coach for number of years. Because of my postgraduate

## **“How To Choose An Effective Business Coach”** **A new visual E-Book by Roelf Woldring**

training in organizational behavior, I was able to bring the perspective of a workplace psychologist to these coaching assignments.

### **The Business Coaching Industry Is In A State of Flux**

In the past five years, there has been a huge expansion in the in the business coaching industry. “Selling your expertise” has become the new mantra of online e-learning delivery platforms or trying to entice individuals to use their services. Individuals and firms offering Internet marketing services tell individuals they can help them make money as business coaches on the Internet. A number of professional associations offering what looks like certification, but is really membership, services and sprung up.

Just enter “business coaching” into your favorite Internet search engine, and look at the hundreds of thousands if not millions of search results. Of course, . you need to be in SCO expert, or engage the services of an SEO firm, to show up on page 1 of such search results.

### **What is the real measure of coaching success: SEO prowess or an increase in the productivity of the Person Being Coach?**

All of this Internet-based enthusiasm for business coaching does not line up with what I know about effective coaching. Some of that derives from my own experience as a coach. Even more comes from the business relationships I had with the individuals I engaged as coaches for my direct reports. Finally, it does not line up with the systematic research I did on counseling and psychotherapy effectiveness as part of my postgraduate education in organizational behavior.

I was a business leader, and a business coach. The only way that I could justify the expense of business coaching was in a return on investment way. If the Person Being Coach increased his or her result delivery, and if the value of that delivery exceeded the cost of the coaching, then it was a sound investment from a business perspective. Not all of my coaching investments achieve this. But as I gathered experience with the whole coaching process, more and more of them did.

### **“Fit” is the Most Critical Success Factor for Effective One on One Coaching**

We know that “fit” is the prime determinant of effectiveness in a counseling or therapy relationship. The ‘fit between the therapist’s or counselor’s approach and the needs of the individual determines whether or not these relationships produce effective results. We also know that the ability of the therapist or the counselor to help the individual acquire effective problem-solving approaches that allow them to cope with future reoccurrences of the issues troubling them are the second most essential ingredient of counseling effectiveness.

The therapist’s or counselor’s school of thought is not a prime determinant of effectiveness. It didn’t matter whether you as a therapist or counselor were a Freudian, or believed in cognitive therapy, or were oriented to the Gestalt tradition. All that counted was the therapist’s or counselor’s ability to relate to the way in which the

## “How To Choose An Effective Business Coach” A new visual E-Book by Roelf Woldring

persons she or he was working with described their problems. Empathy and acceptance for that determined the extent to which the person on the receiving end of the relationship was willing to listen and to accept the therapist’s or counselor’s suggestions for personal change

In other words, ‘fit’ was the first determinant of therapy or counseling effectiveness. If the fit was there, then the person on the receiving end would be open to new ways of thinking about the issues in their lives, and new ways of coping with them. Of course, the therapist or counselor had to have the ability to communicate in a way that provided the person on the receiving end of the relationship with such insights or ways of behaving.

This lined up with my own progressive experience as a business coach and as a commissioner of business coaches.

### Transferring What We Know About Fit to The Business Coaching Relationship

Consequently, I thought carefully about how to select effective business coaches for the people I managed. I also developed a framework for determining whether or not I would be an effective coach when I was approached to provide business coaching services. I tested my ideas against the experience of a number of people who I knew were offering business coaching services.

### “How To Choose An Effective Business Coach” – A new visual E-Book



I’ve summarized what I have learned in my new visual e-book “How to Choose An Effective Business Coach”. As of this Tuesday, this book is now available on The Right Talent website. For a limited time, you will be able to access the book a no cost if you join the Life Long Learner community. Please use this the following link to sign up to get your copy.

[Click here to Join the Community and get access to the E-Book.](#)

**Roelf Woldring**  
The Right Talent [Roelf@the-right-talent.ca](mailto:Roelf@the-right-talent.ca)

# “How To Choose An Effective Business Coach”

## A new visual E-Book by Roelf Woldring

### A page from the Checklist that is part of the E-Book



### Is this Person the Right Business Coach for You?

Step 1: Rate the person you are considering as a business coach on each of the following scales.  
Step 2: Evaluate the fit.



---



**Relevant Experience**

**What is this?**

A person's work experience relates to:

the kind of work the person has done,

the type of organizations the person has worked for,

the size of the organizations the person has worked for,

the levels at which the person has worked in these organizations.

**Assessing a Potential Coach's Demonstrated Capability as a Business Coach ...**

The best way to do so is to get 'references' from the coach to whom you can talk.

Asking questions such as "how well did this person do xxx" type questions is the only way to get insight into the potential coach's capabilities in some of these areas (e.g. empathy).

A potential coach's career history (i.e. resume), publications, public presentations, and other such sources are also useful to access when assessing a potential coach.

- The potential coach has worked at the same level or in the same roles (e.g. CEO, VP, Director, Manager, working professional ... ) as the person who is going to be coached.**

NR	ND	1	2	3	4	5	6	7	8	9	10
Not Relevant	No Data	Not at all								Completely	
- The potential coach has worked in the same kind of organizations (e.g. large, small to medium, well-established, start up, rapidly growing, manufacturing, service, ... etc.) as the person who is going to be coached**

NR	ND	1	2	3	4	5	6	7	8	9	10
Not Relevant	No Data	Not at all								Completely	

Copyright The-Right-Talent.ca February 2018 -2022

Page 1