

Hiring a C-Suite Coach – 5 Rules That Ensure Success

C-suite coaches are a different breed than the typical executive coach, life coach, personal organization coach or success coach. C-suite coaches have some of the same certifications as the other types of coaches – however, they differ in temperament, attitude, business acumen, level of creativity and ability to play well with C-level executives.

Rule #1

When embarking on a hiring decision, the “coachee” must determine his/her leadership goals, and be able to articulate the leadership development *and* business impact results expected.

Rule #2

Remember, the C-suite coach doesn't have all the answers – in fact, the C-suite coach should have thought-provoking, break-through questions, not answers.

Rule #3

Do not select a coach because your college buddy or a family member provides a recommendation. Base your selection on your needs, the sense of connection you feel with the coach and the articulation of shared business and leadership philosophies.

Rule #4

Cocktail party chatter today in the US focuses on the latest blogs, global energy issues, and status symbols. Do not hire a coach because it affords you a certain cache. Hire a C-suite coach to help catapult you to the next level in your leadership evolution.

Rule #5

Most C-suite coaches have attained a specialized level of expertise and reputation through their work with a large number of similarly situated clients. So please, do check references from their former clients – even if you enlist the services of a “rock star” coach. Remember to look behind the curtain to identify and quantify the benefits and value that the coach has provided his or her clients. While it is a marvelous experience to sit at the feet of a guru, you want to find a coach who is interested in sharing the journey and who is also willing to learn from you.

The best C-suite coach is an individual who is curious about you, your challenges and your development needs.

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