



# How do I select the right coach for my particular organizational need?

## *Is there a difference between coaches?*

**M**any professionals from different career paths are marketing themselves as “professional coach”. Certain coaches with specific backgrounds will be a much better fit for your coaching needs than other coaches. Hopefully, this article will help create a model for how you may better match coaches to your clients and to ask better questions when vetting their credentials.

### **HR Background**

This individual, if he or she has a good track record navigating an organization and successfully building relationships, has a wealth of experience to offer someone about organizational savvy, educational resources and tried and true tips for performance. Hopefully, this candidate has likely acquired a certificate from an accredited coaching program and comes to the table with an orientation and methodology based upon their specific training. It is important that you verify your coach has the proper credentials from a reputable program. The International Coach Federation is currently the largest and most reputable. Nevertheless, you will still need to vet this type of coach to determine if he or she has transitioned their HR competencies to skills of influence and inspiration and that their methodology will align with your culture and coaching needs.

### **Psychologists**

Most psychologists have spent upwards of 6 years receiving their training and have received doctorates based upon independent thinking and research. They will likely be experts in what they have studied. However, what have they studied? Some I/O psychology programs teach research methods, statistics and surveys that address important organizational wide issues. Frequently, these individuals make excellent consultants who can be hired to make recommendations and implement solutions across the enterprise. Clinical psychologists and some I/O psychologists who have been trained with an emphasis on assessment and relational and interventional skills will be an excellent resource for engaging with your clients and produce effective outcomes. These psychologists will also excel at resolving organizational conflicts given their training in relational systems. However, you must still vet these individuals to determine they have sufficient business context in their background to be a credible resource to your clients.

### **Operations**

#### **Background**

This individual may or may not come with a formal coaching certificate, but likely has a proven track record, and perhaps training in some competency that is desirable to your organization. An example of this competency might be executing strategy or inspiring innovation. This coaching resource is best for when you have a specific performance objective and you want someone knowledgeable in best practices or that particular area. Make sure you vet this coach to determine that they are capable of connecting with and influencing your client to competently transfer this knowledge in a time efficient manner.

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