

# FIND THE SCHOOL THAT BEST SUITS YOUR LEARNING STYLE, BUDGET, COACHING GOALS AND VALUES...

## Coach School Criteria

1. Reputation, Values & Credibility
2. Certification & Credential Pathways
3. Coaching Model
4. Program Delivery
5. Peer Networks & Friendships
6. Faculty and Experience
7. Tuition & Learning Guarantees
8. Support, Accountability & Structure



*"Coach Training Schools will offer a degree of 'sameness', but then be different in the quality of service, programs, pathways and personality"*

- Robyn Logan (CEO)

# CRITERIA AND QUESTIONS

## **Reputation, Values & Credibility**

Schools themselves are not accredited, just their training programs. So, a quick background check is important to determine the schools industry credibility and longevity.

- \* *How long have they been in operation (are they a newcomer or established)?*
- \* *Has the training undergone quality testing by an independent peak body (eg. ICF)?*
- \* *Does the school have a visible community of coaches, who are they, how are they using coaching?*

## **Certification & Credential Pathways**

Not all coaches need a coaching credential, but we highly recommend they complete a certification. It's a recognized statement of attainment that indicates you have been assessed as having the industry recognized skills and expertise required to practice as a coach.

- \* *Coaching is a global profession. Will your certification be recognised globally?*
- \* *Do the programs and certifications match your coaching goals, and allow for a change of goals?*
- \* *Does the certification pathway to further study or to a credential such as ACC, PCC or MCC*

## **Coaching Model**

Your coaching model defines who you will be as a coach. It tells the world who you will coach, where you will coach, and how you will coach.

- \* *Does the school use a 'cookie cutter' one size fits all model, or do you create your own unique coaching model?*
- \* *Is there business support or training that can help you connect your coaching model to your business plan?*

## **Program Delivery and Curriculum**

Training can be delivered online, F2F or via a blend of both.

- \* *How do you access classes and course materials?*
- \* *Where does the real time learning and interaction between faculty and students happen?*
- \* *How often is the curriculum reviewed to be sure it's current?*
- \* *Does the school teach just one niche, or do they teach you to coach across a range of niches so you can apply your skill to any coaching scenario or situation?*



## Peer Networks and Friendships

People are at the core of coaching.

- \* *Does the school have an active community of coaches?*
- \* *How do students share and connect outside the classroom?*
- \* *Are the networks you will make global or local (or both)?*
- \* *Is Peer Coaching included, or an additional cost?*

RESEARCH TIP:

*Before you begin contacting schools, write down your top 5 goals for coaching*

## Faculty and Expertise

The team you will come into contact the most at any school is the faculty. They will deliver your learning.

- \* *Are the faculty certified trainers and credentialed coaches?*
- \* *Are the faculty connected to industry?*
- \* *How long have the trainers been on faculty at ICA?*
- \* *Can you connect with faculty outside the classroom?*

## Tuition and Learning Guarantees

Cost is not always a determination of quality or value for money, but it can be a guide. Before you make any decisions....

- \* *What is your budget?*
- \* *Are there payment plans or are there savings for paying in full at time of enrollment?*
- \* *How does the tuition compare with other local or global schools?*
- \* *What's included, and what's not included?*
- \* *Is there a satisfaction or learning guarantee in case you find that school is not for you?*

## Support, Accountability and Structure

**Coach Training is a substantial investment of your time, energy and time. It's vital there is a ROI on your investment and that you be able to move through the program with ease.**

- \* *who decides the pace you study (eg. can you fast track or take your time)?*
- \* *If you miss a class one week, how do you make it up?*
- \* *How will you track your progress?*
- \* *What happens if you need to take a break from your studies, or need longer than expected to complete?*
- \* *Who and where do you go if you need help?*
- \* *Is support automated or are there real people, who know the business, on hand if needed?*