

The High, Hidden Costs of Coaching

There are about 30 costs—many subtle or hidden—of coaching. All must be eliminated for the coach to have a successful and sustainable practice and to qualify to be a master coach.

Y	N	Foundation: How solid is your relationship with the client?
☐	☐	Have you over-promised results?
☐	☐	Have you misrepresented your experience/expertise in the rush to get the client?
☐	☐	Has the client taken the Coachability Index test and not passed?
☐	☐	Is this the wrong type of client YOU should be coaching at this point in your development?
☐	☐	Does your client follow your advice blindly? (Dangerous!)
☐	☐	Does this client bring out your worst? (Don't use clients to settle your own issues.)
☐	☐	Are you undercharging?
☐	☐	Did you accept too many, too few, too big, too small or not specific-enough goals?
☐	☐	Did you violate your boundaries by accepting call times outside your desired schedule?
☐	☐	Do you NOT have a coach yourself? (The HARD way.)
☐	☐	Does the client see you as a technician (consultant) or as an artist (coach)?

Y	N	Flow: How easy is it to coach and work with the client?
☐	☐	Is the client a complainer? (Stop this, now.)
☐	☐	Does the client pay more than 7 days late? (Enforce your rules.)
☐	☐	Does the client come to the call more than 3 minutes late? (Retrain them.)
☐	☐	Does the client question everything you say? (Some trust is essential.)
☐	☐	Does the client fight your suggestions, only to accept them later? (Grow up.)
☐	☐	Does the client not give you credit when credit is due you? (Greatness takes two.)
☐	☐	Does the client blame you for advice that didn't work out? (Share the responsibility.)
☐	☐	Does the client keep breaking his/her word? (Share the Word distinction with them.)
☐	☐	Does the client not take action, a lot of action? (You should be impressed, each week.)
☐	☐	Is the client full of excuses? (Have them stop.)
☐	☐	Does the client just use you to talk to? (They should ask for your opinion.)
☐	☐	Do you gossip about your clients? (Shut up.)

N	Y	Future: Is a fantastic future being built between you? (Questions phrased in the positive mode vs the negative tone of above questions. Notice new position of N and Y.)
☐	☐	Is this client on a solid, fast track?
☐	☐	Is this client going to be able to pay increasing fees?
☐	☐	Does this client keep you on your toes?
☐	☐	Does this client send you business?
☐	☐	Does this client make you an extraordinary coach?
☐	☐	Is this client full of projects and ideas for the future?
☐	☐	Does this client have their Vision, Purpose and Mission clearly defined?
		TOTAL 2ND COLUMN BOXES CHECKED

SCORING KEY

- 25 - 30** You are virtually cost free and should have an effortless practice.
- 20 - 24** Pretty good; Your practice should be moving along. Go for 30!
- 15 - 19** Not bad, but you are being dragged down by your clients.
- 0 - 14** Not good, you have an expensive practice – eliminate 5 costs, fast!

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