

Quality in coaching

How can I recognize quality in coaching?

There are no legal regulations for coaching. Anybody can call himself a coach and, in practice, you will find many different kinds of coaches. Ranging from the star or tarot coach to the Systemic Management Coach SMC® of the Hamburger Schule, the coaching market is characterized by considerable differences in terms of quality and reliability. But how does professional coaching look like and how do you recognize high quality?

Some characteristics of professional coaching:

- Coaching DOES NOT mean counselling. A good coach is no (life) counsellor who, based on his/her own experience, coaches the coachee towards awareness or gives advice.
- A coach offers reflections based on scientifically verifiable methods and models.
- A coach's approach is transparent and structured and follows a strict pattern which is announced to the coachee prior to the coaching.
- A coach's way of speaking and acting is definitely different from therapy, supervision, mediation, Neurolinguistic Programming (NLP) or other methods.
- A good coach lives constructivism, i.e. s/he understands that humans have their own individual perception of reality and, hence, have to develop their own individual solutions and strategies.
- A coach does not belong to a sect and is nobody's confidential informant.
- Coaching is a temporary activity. The coach must work in a way that, pretty soon, s/he is no longer needed.
- The coach asks the coachee to rate the quality of the outcome.
- The coachee assesses the efficiency and success of the service provided as well as its economic efficiency or cost-benefit-ratio.

Please inform yourself about your coach's concept and approach prior to any coaching.