



## Coaching FAQs

### What is coaching?

The International Coach Federation (ICF) defines coaching as "partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

Coaching is different from other types of mentoring or training. As the ICF notes: "Professional coaching focuses on setting goals, creating outcomes and managing personal change."

Coaches can help you with these things and more:

- Strategizing the next phase of your career
- Navigating job transitions and build a compelling value proposition for a potential employer
- Troubleshooting an issue that you are facing, whether personal or professional
- Diagnosing and overcoming hurdles that impede success
- Assessing and effectively leveraging your behavioral and professional skills and strengths
- Identifying ways to work more effectively with your staff team
- Preparing for critical conversations
- Sustaining professional success and maintaining balance

### What types of coaching are offered through Association CareerHQ?

Through Association CareerHQ, you can access the following types of coaching. You can read the coaches' profile to determine what type of coaching they can provide.

- Executive Coaching – Coaching for top-level managers to improve strategic decision-making, leadership, and executive presence.
- Career and Leadership Development Coaching – Coaching for people at all organizational levels who want to find a job, transition to the next rung on the career ladder or make a lateral move, change careers, develop leadership skills, or successfully navigate a work-related challenge or opportunity, .
- Personal Development Coaching - Coaching that deals with the client's life in all its dimensions – personal life, professional life, health, and relationships. Often life coaches will help a client with work-related goals but will also make sure to take the other aspects of a client's life into consideration.

## How much does coaching cost?

Coaching can range in cost depending on a variety of factors, including the coach's training and experience, the type and duration of coaching you are looking for, and by region or zip code. If paying hourly, you can expect to find rates ranging from \$200 per hour to over \$1,000. You can also expect that some coaches will take a package or subscription approach to pricing versus charging by the hour. The coaching offerings through Association CareerHQ are available at specially discounted rates.

## What should I expect when engaging with a coach?

You can expect that:

Coaches will:

- Give you a safe space to have a confidential conversation
- Treat you with respect
- Ask you questions to get to know you and learn what you hope to gain from your coaching session
- Serve as thinking partners and sounding boards, and offer unbiased opinions and professional insight
- If applicable, give you tips to leverage current skills in new ways and/or gain new skills and guide you to helpful resources
- Provide information at the end of the session about how you can engage further with the coach if you wish to do so

Coaches will not:

- Give you detailed directions on what to do with your life
- Solve problems for you
- Find a job for you

## How should I prepare for a coaching session?

To make the most of each coaching session, you should do some preparation in advance, including:

- Prior to your initial coaching session:
  - Think about what drove your decision to make a professional coaching appointment and what you hope to gain from the experience
  - Provide any pre-session information request by the coach
  - Prepare to be honest, open-minded, and to listen during the session
- Prior to any coaching sessions after the initial session is completed:
  - Ensure that any in between session assignments are completed
  - Think about what you want to focus on during the session
  - Prepare to be honest, open-minded, and to listen during the session