

THE BOO GUIDE TO CHOOSING THE RIGHT COACH

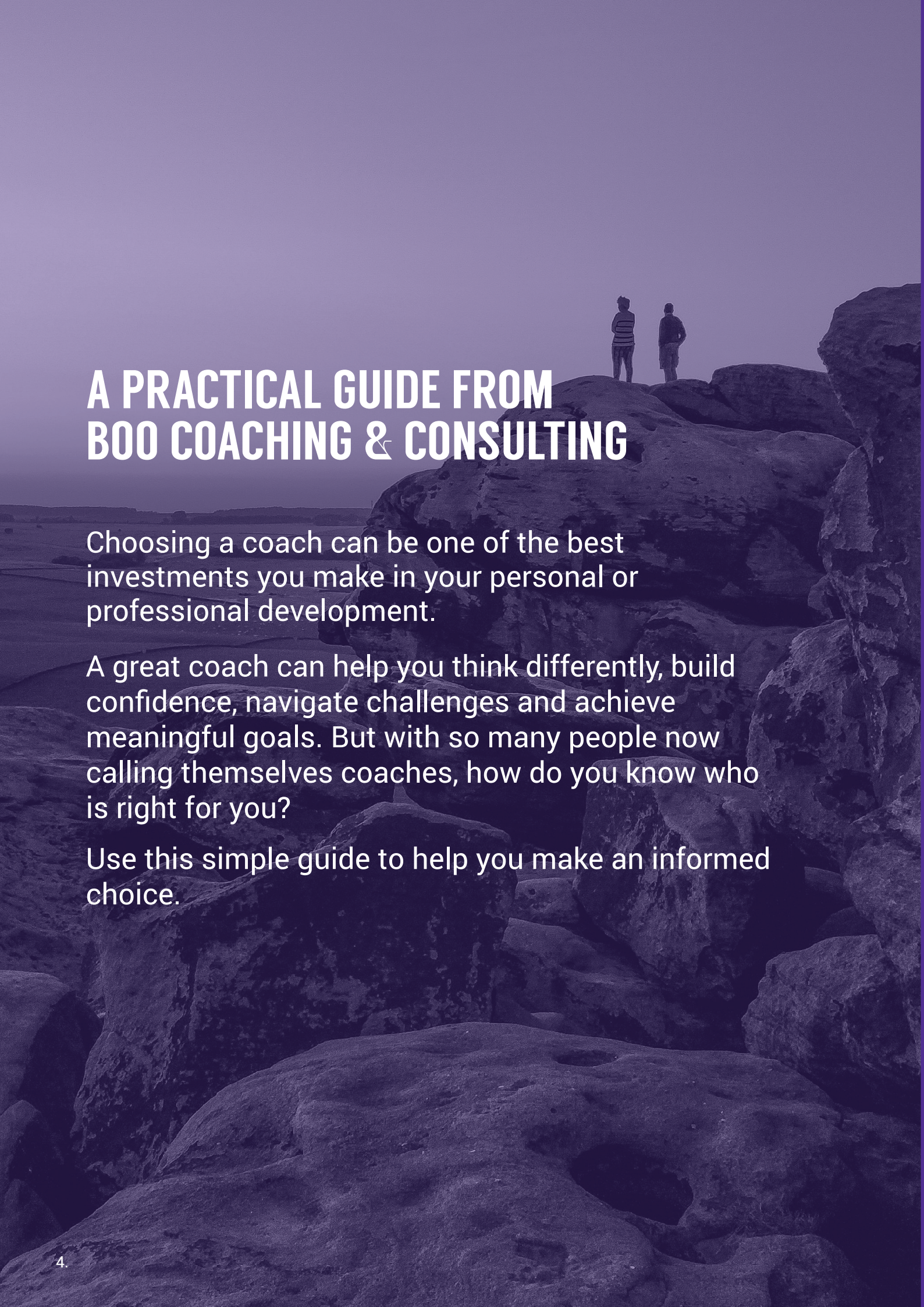


Coaching is

**AN AMAZING OPPORTUNITY
FOR INDIVIDUALS TO LEARN
AND GROW THROUGH
SUPPORTIVE AND
DEVELOPMENTAL CHALLENGE**

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A dark, moody photograph of a rocky coastline. Two people are standing on a large rock in the upper right, looking out over the ocean. The sky is a deep purple, and the water is dark. The foreground is filled with large, textured rocks.

A PRACTICAL GUIDE FROM BOO COACHING & CONSULTING

Choosing a coach can be one of the best investments you make in your personal or professional development.

A great coach can help you think differently, build confidence, navigate challenges and achieve meaningful goals. But with so many people now calling themselves coaches, how do you know who is right for you?

Use this simple guide to help you make an informed choice.

BEFORE YOU START

Do You Need a Coach or a Mentor?

Before you start looking for a coach, it's worth considering whether coaching is actually the right type of support for you.

Whilst coaching and mentoring are both powerful development approaches, they serve different purposes.

COACHING MAY BE RIGHT FOR YOU IF:

☐

You want to find your own answers rather than be told what to do

☐

You have a goal but need clarity, accountability or challenge

☐

You want support to think differently about a challenge or opportunity

☐

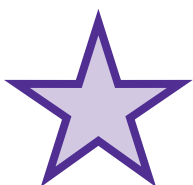
You want a confidential space to reflect, learn and grow

☐

You want to increase self-awareness and explore options

☐

You are looking to unlock your potential and achieve outcomes that matter to you



At Boo, we believe coaching is an amazing opportunity for individuals to learn and grow through supportive and developmental challenge. Coaching enables people to set their own agenda and work towards self-defined goals.

MENTORING MAY BE RIGHT FOR YOU IF:

☐

You would benefit from someone's experience in a specific profession, sector or role

☐

You would value advice, suggestions and insight from someone who has been there before

☐

You want guidance based on practical knowledge and lived experience

☐

You want support to develop particular skills or knowledge

☐

You are navigating a career transition or development pathway

Mentoring supports and encourages people to manage their own learning, maximise their potential, develop their skills, improve their performance and become the person they want to be.

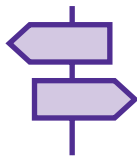
ASK YOURSELF

Do I need someone to:



Help me discover my own answers?

Coaching may be the best fit.



Share their experience, advice and guidance?

Mentoring may be the best fit.

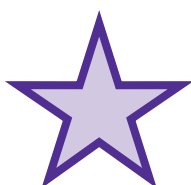


A bit of both?

Some practitioners are qualified to offer both coaching and mentoring and can contract with you clearly about which approach is being used and when.

Being clear about what you need from the relationship will help you choose the right professional and get the greatest value from your investment.

NOW CONSIDER YOUR GOALS



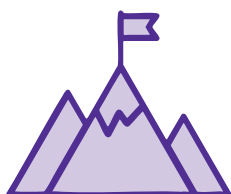
What do I want to achieve through coaching or mentoring?



What challenges am I facing?



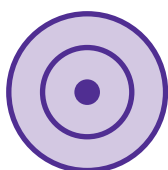
What would success look like?



Do I want support with leadership, career development, business growth, confidence, wellbeing or something else?



Being clear about your goals will help you find the right person and approach.



Being clear about your goals will help you find the right person and approach.

WHAT TO LOOK FOR

PROFESSIONAL TRAINING

Ask about their coach training and qualifications.

A professional coach should be able to clearly explain:

- Where they trained
- What qualifications they hold
- Whether their training is quality assured
- How they continue to develop their practice

Remember: being experienced in a profession does not automatically make someone a qualified coach.

PROFESSIONAL MEMBERSHIPS

Look for coaches who are members of recognised professional bodies such as:



Membership demonstrates a commitment to professional standards and ethical practice.

ACCREDITATION

Accreditation is not mandatory, but it demonstrates that a coach's practice has been independently assessed against recognised standards.

Ask whether they are accredited or working towards accreditation.

INSURANCE

Professional coaches should hold appropriate professional indemnity insurance.



**Don't be
afraid to ask.**

A professional coach will expect the question.

SUPERVISION

One of the strongest indicators of a professional coach is that they receive regular supervision.

Supervision helps coaches reflect on their practice, maintain ethical standards and ensure they are working safely and effectively with clients.

Ask:

“Do you receive regular coaching supervision?”

WHAT QUESTIONS SHOULD I ASK?

Consider asking:

- What coach training have you completed?
- What professional memberships do you hold?
- Are you accredited?
- Do you receive supervision?
- Do you hold professional indemnity insurance?
- How do you maintain confidentiality?
- What is your coaching approach?
- How will we know if coaching is working?
- What happens if an issue arises that falls outside coaching?
- How do you measure progress?
- Can I see your coaching profile or professional biography?
- Can you provide testimonials or references?

A professional coach should be comfortable answering these questions.

DO YOUR RESEARCH

Before committing:

- Read their LinkedIn profile
- Review their website
- Look at testimonials and case studies
- Check recommendations from previous clients
- Ask for references if appropriate
- Review their coaching profile, qualifications and experience
- Look for evidence of ongoing professional development
- Understand whether their coaching approach aligns with your needs

BE CURIOUS.

You're making an investment in yourself and you have every right to ask questions.

WHAT SHOULD I EXPECT FROM COACHING?

A professional coaching relationship should feel:



Safe



Confidential



Supportive



Challenging



Professional



A coach should help you think, reflect and find your own solutions.

YOU SHOULD EXPECT:

- Clear contracting and agreed expectations
- Defined outcomes and goals
- Regular review of progress
- Honest challenge and supportive reflection
- Confidentiality and clear boundaries
- A focus on helping you become more self-aware, resourceful and accountable

THEY SHOULD NOT:

- Tell you what to do
- Act as a therapist
- Promise guaranteed results
- Create dependency
- Position themselves as having all the answers

Great coaching creates insight, accountability and action. It empowers you to move forward with greater clarity and confidence.

TRUST YOUR GUT



Credentials
matter



Experience
matters



Professional
standards matter



But so does
chemistry.



If something doesn't feel right, keep looking. The best coaching relationships are built on trust, mutual respect and a genuine partnership.

THE BOO PERSPECTIVE

At Boo Coaching & Consulting, we believe coaching is a profession, not just a title.

That's why we're passionate about high-quality coach education, ethical practice, supervision and professional standards. Whether you're looking for a coach or considering becoming one, don't be afraid to ask questions.

The right coach will welcome them.

Because great coaching starts with trust.

The Boo Coach Confidence Check™

10 QUESTIONS TO ASK BEFORE HIRING A COACH

☐

What coach-specific training have you completed?

☐

Do you receive regular coaching supervision?

☐

Is your training quality assured and aligned to recognised coaching standards?

☐

Do you work within a recognised Code of Ethics?

☐

Are you a member of a recognised professional body?

☐

How do you maintain confidentiality and manage client information?

☐

Are you accredited or working towards accreditation?

☐

Can you explain your coaching approach and how our sessions will work?

☐

Do you hold professional indemnity insurance?

☐

How will we measure progress and know whether coaching is making a difference?

BEFORE YOU DECIDE



Have I reviewed their LinkedIn profile and professional experience?



Have I spoken with them and assessed whether the chemistry feels right?



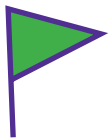
Have I looked at testimonials, recommendations or case studies?



Do I trust them enough to have honest, challenging conversations?



Have I checked their website and credentials?



GREEN FLAGS

- Transparent about qualifications and experience
- Holds professional memberships
- Receives regular supervision
- Has professional insurance
- Welcomes questions
- Continues their professional development
- Works ethically and with clear boundaries
- Helps you find your own answers



RED FLAGS

- Cannot explain their training or credentials
- Claims they don't need supervision
- Guarantees outcomes
- Avoids questions about ethics or insurance
- Blurs the boundaries between coaching, therapy and consultancy
- Relies solely on social media popularity as evidence of expertise
- Tells you what to do rather than helping you think



REMEMBER

The right coach won't be offended by your questions.

In fact, they'll welcome them.

Because great coaching is built on trust, professionalism and a shared commitment to your success.



**ASK
QUESTIONS**



**CHECK
CREDENTIALS**



**TRUST YOUR
INSTINCTS**

ABOUT BOO COACHING & CONSULTING

Boo Coaching & Consulting is a specialist coach education provider committed to raising standards across the coaching profession through quality-assured coach training, supervision, accreditation pathways and continuing professional development.

Whether you're seeking a coach, looking for a mentor, or aspiring to become a professional coach yourself, we're passionate about helping people make informed choices and supporting coaches to practise safely, ethically and professionally.

BECAUSE COACHING ISN'T JUST A TITLE. IT'S A RESPONSIBILITY.



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