

## Does Executive Coaching Meet Your Needs?

Before you start looking for a coach, it's important to determine whether coaching is the best solution for you. Most managers can easily think of areas in which they could benefit from some expert help or advice, but executive coaches are not qualified to provide all the answers. To decide whether you want a coach or some other kind of counselor, consultant, or confidant, consider these statements:

*I need expert consulting services to help me solve a complicated business problem.*

**YES** Don't hire a coach. Instead, hire a business consultant.

**NO** Continue ➤

*I need to discuss a deeply personal matter about my sense of well-being.*

**YES** Don't hire a coach. Instead, locate a licensed psychologist, psychiatrist, or counselor.

**NO** Continue ➤

*I need to discuss the internal politics of my organization and how it affects my career path.*

**YES** Don't hire a coach. Instead, find a trusted person within your organization who is willing to serve as a mentor.

**NO** Continue ➤

*I need to learn and practice specific new skills that I lack.*

**YES** Don't hire a coach. Instead, find an appropriate skill development course that offers many opportunities to practice the new skills, perhaps using videotaped feedback.

**NO** Continue ➤

*I need to acquire a specific type of knowledge.*

**YES** Don't hire a coach. Instead, consider your own learning style, and purchase the information in the form of books, tapes, or classes. Set aside time to study and internalize the information.

**NO** Continue ➤

*I need to evaluate whether I am in the right career and explore options for changing my career or profession.*

**YES** Don't hire a coach. Instead, hire an expert in career counseling who can administer aptitude and interest testing and who will assist you in this transition.

**NO** Continue ➤

*I need structured planning and support to help in the accomplishment of a new way of leading or managing others.*

**YES** Hire a coach.