

Tools to Determine Coaching Effectiveness

We offer these subjective end-of-coaching measurement tools as possible ways to gauge the overall effectiveness of your coaching. This is not an exhaustive list, but a sample of things we may look for at the end of the coaching engagement or the close of each session. We encourage you to personalize this list and add items that you believe to be important markers of a successful coaching engagement.

1. A Sample Coach Checklist

- Did the session seem to have a sense of flow and ease?
—Or did you feel you worked harder than the client?
- Did you sense a connection to your clients? Was the relationship supportive and positive?
—Or did you observe signs of disconnection or unresolved discord?
- Did your client actively engage during and between sessions?
—Or did they take a more passive role?
- Did your client shift into self-efficacy and self-regulation? Did they express confidence to make the changes they wanted to make, even though they may have entered the session somewhat discouraged?
—Or did their language reveal a lack of confidence, self-efficacy, or hope? Did they rely on you to tell them whether they were or will be successful?
- Did your client demonstrate a sense of empowerment at the close of the session? Did they express creative ideas, confidence, and forward motion to tackle their action steps?
—Or were they unsure of the way forward?
- Did you hear your client shift toward more positive emotions as they talked about new possibilities and discoveries? Did you observe a more confident countenance?
—Or did you hear doubt, discouragement, and repeated negative thinking?
- Was your client open and able to generate many ideas and solutions? Was your client open to exploring your ideas or those from other experts in the chosen topic?
—Or did they rely more on your ideas and hesitate to offer many of their own ideas and solutions?

2. Client Feedback

- Did your client provide a positive testimonial?
- Do your clients often refer other clients to you for coaching services?
- Did your client acknowledge and express appreciation for the learning, growth, and successes achieved?

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3. Assessments

- **The Wheel of Life Comparison.** The Wheel of Life is a pie chart with nine (or so) categories, such as career, fun and recreation, physical environment, personal growth, friendships, family, health and well-being, and finances.
 - On or before your first meeting, ask clients to complete this wheel by rating their level of satisfaction in each category on a scale of zero to 10 (10 being most satisfied). They connect the numbers in each category to create an “inner wheel.”
 - Ask, “Will your wheel roll?” which prompts a discussion of balance in your clients’ lives. As we will discuss in Chapter 5, this also helps clients explore a chosen area of focus for the coaching engagement.
 - Revisit the completed wheel at the final session and ask your clients to score each area while you record their verbal responses on the wheel. After connecting the numbers to create a second inner wheel, show them the difference between the first and last scores. We notice most clients report higher scores (seven, eight, and nine) on the second wheel than on the first wheel (scores of two, three, and four), and more balance and overall satisfaction in life.
 - This graphic comparison gives the coach and client a snapshot of the impact of coaching on client growth.
- **The Illness–Wellness Continuum.** *(See Chapter 5) This relates to health and wellness coaching but can be easily adapted to use in various coaching contexts.*
 - In the early sessions, ask clients to mark where they are currently on a continuum between illness on one end and a high level of wellness on the other. This tool represents how close they feel to a life of thriving and reaching a high level of self-actualization on the wellness end of the continuum.
 - In the final session, revisit this and ask your clients to update their new place on the continuum.
 - We find that this simple comparison elicits a “Wow!” from clients as they see a visual comparison of before and after coaching. The progress over time is clear to you and the client and frames the exit conversation around successes and possible strategies for sustained improvement in the future.

4. Welcome Packets.

- Some coaches choose to give clients an introductory welcome packet to complete prior to coaching. Questions prompt clients to think deeply about their purpose in life, what is most important to them, and their current habits or thoughts around a challenge they are facing.
- In the final session, we revisit these initial surveys and use them to review and celebrate clients’ learning, discovery, insights, and behavior changes.
- Clients often express “aha” moments when they see how much they have grown and moved closer toward the vision of their ideal self and future.

5. Medical Symptom Questionnaire. *(This is specific to health and wellness coaching, but coaches in other areas can use similar checklists designed to assess clients’ current state in several areas.)*

- On or before the first session, you can ask clients to complete a checklist, rating symptoms based on their typical health profile for the last 14 days. They use a point scale ranging from zero (never or almost never have the symptom) to four (frequently have it, the effect is severe).
- You ask clients to repeat the questionnaire at or before the final session. The comparisons validate for you and the client how lifestyle changes have made a difference in their lives and imply that coaching has been effective.

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6. **Lab tests and other health markers reported from health practitioners.** *(This is specific to health and wellness coaching. Coaches in other areas can use similar features developed by clients or sponsors to assess personal or professional growth and development in several areas such as performance, etc.)*
 - Bio markers such as HbA1C blood sugar levels, blood pressure, body mass index, weight, and muscle mass are among the more common metrics demonstrating client success in implementing and sustaining lifestyle and nutrition goals.
 - Improvement in these biomarkers attests to coaching's effectiveness, since many clients have not made sustainable changes before coaching.

7. **Debriefing and next-step forms.**
 - You could use a debriefing form to have a conversation with your client about what was effective in the coaching engagement.
 - The conversation could include a summary of the insights and changes your client made, and the next steps they may want to consider. This form can serve as a record of the steps clients have undertaken and their successes during the coaching process. Clients' progress could indicate the effectiveness of the coaching engagement.