

## COACH SELECTION PROCESS - OVERVIEW

The process that BeyondTheTheory (BTT) follows to select its coaches is thorough and consists of four (4) critical elements:

- /// **Personal and professional knowledge of the prospective coach,**
- /// **Minimum coaching credentials (ICF),**
- /// **Relevant business experience,** and
- /// **BTT's guidelines and policies.**

At first, BTT ensures to possess a certain level of **personal acquaintance and professional references** with all our prospective coaches. We do not "pick coaches off the street" without due process and sufficient knowledge of their personality, experience and overall professionalism. Philosophical and professional alignment of our affiliates is critical for success.

Validation of the **formal coaching credentials** is the second step in our selection process. As of today, coaching is an "unregulated" professional activity, which unfortunately means that anyone can tag himself as a coach. Faced with such a broad spectrum of certification quality and professionalism, BTT decided to adopt, as its baseline, the credentialing standards of the International Coaching Federation (ICF).

Founded in 1995 as a non-profit organization for fellow coaches to support each other and grow the profession, the ICF ([www.coachfederation.org](http://www.coachfederation.org)) is the world's largest coaching association, with over 20,000 members worldwide. This ensures that our coaches have received the relevant foundational coach-specific training, and have the appropriate level of professional client coaching experience.

On top of having to meet the ICF credentials, BTT's prospective coaches also need to demonstrate **pertinent business experience**. This guarantees that our coaches not only master coaching techniques and best practices, but that they have an adequate level of understanding of the business and professional challenges that BTT's clients are likely to experience. Synergy and trust between our coaches and our clients are key elements of a successful coaching engagement.

Finally, all prospective coaches need to adhere to **BTT's coaching guidelines and policies**. These

include: Understanding and following BTT's Privacy Policy; Understanding and following BTT's recommended approach to debriefing and coaching (in the context of our 3-phase Leadership Development program); Understanding and appropriately using the features and functionalities of our Social eLearning and eCoaching platform ([www.beyondthetheory.net](http://www.beyondthetheory.net)); and Understanding and adhering to our professional code of conduct (which also includes the ICF Code of Ethics).

## ONGOING QUALITY ASSURANCE

Upon selection and proper onboarding of a coach, BTT maintains a flexible yet rigorous ongoing quality assurance approach. This takes several forms, depending on the context and the underlying needs, such as: 1. Systematic client satisfaction surveys; 2. Regular feedback gathering (formal and informal) from our members; 3. Periodic coaching audits; 4. Validation of coaching (re)certification; and 5. Use of simulated coaching scenarios.

## COACHES' AFFILIATION TO BTT

To preserve operational and business flexibility, and unless the situation calls for a different arrangement, coaches that are selected by BTT typically keep their self-employed contractor status. However, BTT ensures that the contractual and professional relationship between our clients and our "affiliate" coaches is clear, effective and unambiguous for the end-users (our members).

Moreover, BTT maintains the ultimate professional responsibility and liability towards its clients, and makes sure that its contractual relationship with its affiliate coaches doesn't dilute in any fashion the quality and professionalism of the services delivered to our clients.

## REFERENCES...

1. <http://www.coachfederation.org>
2. <http://www.beyondthetheory.com>

Please contact us at: [info@beyondthetheory.com](mailto:info@beyondthetheory.com) if you are interested in joining our team of coaches or if you require additional information regarding our coach selection process.

