



Looking for a coach? Here's a handy guide to help you choose the right one for you!

1) Start with safety & fit

- You should feel safe, seen and not judged within the first few minutes.
- Notice your body: calmer, hopeful, understood = green flag. Tight, rushed, defensive = pause.

2) Check alignment

- Goals: Do they work with the outcomes you want (confidence, boundaries, trauma recovery, career, etc.)?
- Values: Read their site/posts—do their values feel like yours?
- Approach: If you need gentle, trauma-informed support, don't hire a “tough love” coach (and vice versa).

3) Credentials & experience

- Look for relevant training (e.g., trauma-informed, CBT/DBT tools, safeguarding), ongoing CPD, and supervision.
- Ask what kinds of clients they've supported and what typical results look like.

4) Clear method, no fluff

- They should explain how they work (e.g., nervous-system regulation + thought reframes + practical actions), what a session looks like, and how you'll track progress.
- No “quick fixes,” no vague promises.



5) Boundaries & ethics

Confidentiality, safeguarding, scope of practice (what they will/won't do), and referral routes if therapy is more suitable.

Transparent pricing, cancellation policy, and how to end/graduate from coaching.

6) Chemistry call = data, not pressure

Use a discovery call to ask:

“How would you tailor this to me?”

“How will we measure progress?”

“What happens if I feel overwhelmed?”

Notice if they listen more than they sell.

7) Red flags

Guarantees of specific outcomes, shaming language, pushy sales, no mention of ethics/safeguarding, or ignoring your lived experience.

Quick checklist (save this):

- I feel safe and understood with them ☐
- Their approach fits my goals and pace ☐
- Relevant training + supervision ☐
- Clear structure & progress measures ☐
- Transparent pricing and boundaries ☐
- Zero pressure to sign on the spot ☐