**The Business Coaching Evaluation Checklist**

If you are considering Business Coaching for your personal and business growth, we find that most business owners, entrepreneurs, and executives have reviewed the business proposition of other coaching organizations as well.

I hope that you are reviewing other options and that this checklist will assist you in making the right decision on working with a business/executive coach. You downloaded this checklist for a reason and we hope this checklist will help you evaluate all options on an equal, “apples to apples” basis. This checklist covers all services, business issues, options, and benefits that we find are consistent in a great investment.

Review, compare, and then let’s talk! You should always compare:

1. **Are the coaches you’re interviewing a BUSINESS COACH?** If you need the services of a great Business Coach, then the coach you choose must be a Certified Business Coach, not a life coach or a success coach, or a “goals” coach. There are 49 or more variations of “coaches” and the word “Coach” is a title many people are recklessly using. Your coach must be certified and capable. Business Coach Steve is a Certified BUSINESS COACH! Expect NO less!
2. **EXPERIENCE: Are the coaches you’re interviewing owned or operated a business?** Your business/executive coach should have owned and/or operated at least 1 or more businesses in the past. How will they know what you are going through if they have not gone through it themselves? Coach Steve has owned and operated 6 businesses in different industries as well as was an executive for 4 others.
3. **BRAND: What is the brand that the business coach is supported by, OR, are they even backed by a powerful brand?** Coach Steve Feld utilizes a global program from LPW. The program is currently used by over 650 coaches worldwide.
4. **CONTENT and/or Curriculum: Does the coach have a plan supported by powerful libraries of content and curriculum, OR, do they just ask questions?** Coach Steve has access to the most thorough and comprehensive business and personal development library in the world. Coach Steve’s client also has access to that business and personal development library. This way his clients also benefit from proven tested processes to grow their business. Compare this to anyone else. We think that you’ll find it hard to find any competitor with any curriculum and content.
5. **SYSTEM: Does the coach have a proven system that they follow, OR are they just “winging” it?** With every investment of this kind, your business coach should rely on a plan, a foundational process, and a proven system to achieve success for you. Coach Steve uses a proven coaching and business development system that is used across the world. Your investment includes the “system” and all elements of the system to help each client achieve their business and personal goals faster than they could ever do on their own.
6. **TRAINING: How well trained is your coach?** **And are they even qualified to work with you and your needs?** They should be world-class with a solid background of proven success and be familiar with the foundational recipe of business. Coach Steve is a Certified Business Coach who also commits to over 200 hours a year of additional and ongoing training.
7. **SUPPORT: Does the Coach have any “team” of experts supporting their work with you? Do they have Teammates, consultants, experts that your coach has access to for additional opinions and strategy planning?** They should! Coach Steve offers multiple layers of support through the worldwide International team of professional Business Coaches as well as his professional contacts.
8. **TEAM TECHNOLOGY UTILIZATION: Does the coach understand the issues and opportunities of technology and do they utilize it themselves?** A good question to ask. In today’s fast pace and quickly changing business environment, clients and prospects should expect a business coaching partner to understand and utilize technology. We utilize technology for our clients in several ways.
9. **ROI (Return on Investment): DOES the coach and their system (if they have one) include the art of being a World-Class Listener?** Coach Steve will thoroughly understand and listen to your needs from your point of view and then create a customized yet flexible curriculum program fit to helping the client achieve big wins early, whatever they are. Big wins early and consistently mean an early and replicable ROI.

We are committed to the proposition that when compared to any other option available anywhere that Business Coach Steve is the best option the world has to offer.

We hope you use this checklist and compare coaches on an equal basis to make the best decision to bring on the best coach that will assist you in your business.