

Coach interview checklist

Coaching roles usually involve a screening call, a live or role-played coaching session observed by a senior coach, and a final interview with the programme or talent lead on fit, availability and fees.

10 QUESTIONS TO PRACTISE OUT LOUD

1. What coaching model do you use, and how does it shape a session?

What it checks: Whether you have a clear, structured approach and can explain how you move a client from a goal to action.

2. Tell me about a coaching engagement that did not go well.

What it checks: Whether you reflect honestly on failures and understand your own part in a coaching relationship that did not work.

3. What fees or pay do you expect, and how do you usually charge?

What it checks: Whether you can state your rates clearly and understand how pricing works for individual clients versus company programmes.

4. What is the difference between coaching, mentoring and counselling?

What it checks: Whether you understand the boundaries of coaching and know when to refer a client to a therapist or counsellor.

5. Describe a time a client became emotional in a session.

What it checks: Whether you can hold space for emotion calmly, stay within coaching boundaries and refer when needed.

6. Why do you want to coach with our organisation rather than independently?

What it checks: Whether you understand the organisation's coaching approach and why you would commit to it instead of your own practice.

7. How do you set up a coaching agreement with a new client?

What it checks: Whether you contract clearly on goals, confidentiality, logistics and roles, especially when a sponsor organisation pays.

8. Tell me about a time you had to balance a sponsor's expectations with your client's goals.

What it checks: Whether you manage three-way relationships in corporate coaching, keeping confidentiality with the client without losing the trust of the paying sponsor.

9. Are you able to coach online and across time zones, and how much availability do you have?

What it checks: Whether you can reliably deliver sessions to clients in different locations and schedules, which many coaching roles need.

10. How do you measure the results of coaching?

What it checks: Whether you can show coaching outcomes with baselines and evidence, which organisations need in order to justify coaching budgets.

TIPS FOR THIS INTERVIEW

- Be ready for a live coaching demonstration; practise twenty-minute sessions with peers where you mostly ask questions and avoid giving advice.

- Prepare two or three anonymous case stories showing the client's starting point, your approach and a measurable outcome.
- Know the ethics code of your coaching body well, especially confidentiality, conflicts of interest and when to refer to a therapist.
- Carry a record of your training hours, credential and logged client hours, since organisations often verify them before hiring.

THE DAY BEFORE

- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

ON THE DAY

- ☐ Arrive 15 minutes early, or log in 5–10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave