

Executive Coaching Tool – the roles a coach can play

An executive coach can play a number of roles within the coaching relationship. Please think about what roles you would like your coach to play, using the list below.

Please distribute 20 points among these roles, to describe the relative importance of the roles you want your coach to play. You can distribute points to all roles, or to just a few, as long as the total adds up to 20.

Points	Roles an executive coach can play
	Sounding board - helps the coachee think through their own ideas, out loud. Asks good questions to help the process
	Thinking partner - help the coachee apply structure and process to their thinking
	Critical friend - speaks the truth as they see it, and challenges and tests the coachee's ideas
	Listener - listens carefully, allows time, and encourages the coachee to reflect
	Counsellor - focuses on the emotional aspects of issues, discusses and explores with empathy
	Career coach - helps think through career options, goals, and learnt lessons
	Networking coach - discusses how to build, maintain and use a professional network
	Corporate politics coach - discusses how to manage power and influence with integrity
	Behaviour coach - helps with personal behavioural change of the coachee on specific issues
	Motivator - offers encouragement to the coachee, and recognizes progress
	Follow up partner - in agreement with the coachee holds them accountable for goals they set in the coaching engagement
	Feedback interpreter - gathers or analyses feedback on the coachee and works with them to interpret it and set appropriate actions
	Development adviser - provide ideas and resources that are useful for the coachee in setting and reaching their own development goals
	Subject matter expert - if relevant, the coach shares expertise on a specific area, e.g. transition into a new role (Define the area.)
	A different role or roles - please specify if there are other roles you would like your coach to play.

Please add any other comments you have on your expectations from the coaching engagement.

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