

Typical roles within a coaching assignment



Sponsor (often HR or Talent Development)

- Initiates process, e.g. chemistry meetings, or request with the coach
- Offers initial overview of need
- Liaises with both coach and client during the assignment (monitors progress)
- Ensures consistency of approach, i.e. across different suppliers (coaches)
- Handles initial commercial negotiations and (often) payment approvals
- Owns evaluation of results, either formal or informal



Coach

- Guides and facilitates the process, e.g. arranges sessions, explains the approach
- Delivers the coaching, (face to face, telephone, video-link)
- Stays in appropriate communication between all parties



Primary stakeholder / manager

- Offers initial input, e.g. to help set-up the assignment
- Offers feedback as part of the interview process
- Participates in tripartite meetings, as appropriate
- Encourages informal feedback on progress – as appropriate



Client / coachee

- Has their own goals for coaching
- Is guided through process by the sponsor coach
- Gives feedback on process, e.g. to sponsor, stakeholder and coach