

EPISODE 002

## Hiring a Coach

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Tammy Roche: Welcome to The Helpers Podcast. If you're a community worker, counsellor, teacher, nurse, social worker, or carer, you're in the right place. Sharing helpers' stories, alongside strategies, and timely reminders that burnout that does not need to be part of your path as a helper. Coach and fourth year Social Work student Tammy Roche uses real experiences to highlight why taking care of you is important. As my childhood Mr. Rogers always said, "If you look for the helpers, you will know there is help." Come walk beside me on the path for a little while.

Tammy Roche: You're listening to Episode Two of The Helpers Podcast: Hiring a Coach. Welcome to episode two: Hiring a Coach, how exciting I'm back. You're getting all four of these episodes at once, so that's kind of exciting, isn't it? So pick and choose. I understand these topics might not be for everyone. I love your feedback at [tammy@tammyroche.com](mailto:tammy@tammyroche.com), if you want to send me an inquiry through my website, or an email, or catch me on Instagram @tamsroche.

Tammy Roche: Let's get into it today. Finding a coach. I wanna touch a few different bases here. So first of all, I'm gonna talk to you about what a coach is, or what coaching is. I think it's important to really start off with naming it. Then what I'm gonna do is I'm gonna go through a few different points that I find helpful when I myself am looking for a coach. Then I'm gonna also touch on two different ways that you can still be accountable, you can still have support, but it won't cost you any money. So that will be towards the end. I do have more of a focus on hiring a coach, but let's get into it, and stick with me, even if you're not looking for a coach because there's some value there to be had at the end.

Tammy Roche: So coaching. Coaching came into my life in 2009, 2008? No, 2009. It was something I knew nothing about. It's actually just hitting the shores of Australia over the last seven years, eight years, where it's become a bigger thing here. It's been in America for a long time, and who have been previously accredited with, which is International Coaching Federation, they have been around for donkey's years. I think they were the first founding coaching accreditation place, and that's why I went with them, with my coaching education backed by them.

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- Tammy Roche: So what coaching is, is coaching deals with the present and the future. Let's just say if you're having some goals around confidence, finding confidence. If you have some goals about communication, and you want someone to work with, that's what a coach will help you with.
- Tammy Roche: Now there's many different types of coaches, there's business, there's specific areas of coaches. I've had probably about, I think I counted the other day, seven coaches all up. With those I've done storytelling coaching, I've done a running coach. So I've had life coach, general life coach, I've had business coaches, I've had strategy coaches. So there's lots of different types of coaching. I would advise if you are looking for coaching, be clear about what you're after so you can find them.
- Tammy Roche: So I guess what I'm really trying to chase with you today is what is important when you're looking for a coach. I just recently went through this process myself and it's actually quite difficult even though I know what I'm doing, to remember the process of what I went through.
- Tammy Roche: As I said in a previous episode, my mum passed. So the last year and a half, two years, I didn't have a coach. I actually went with therapy and that is how I went through my grieving and my loss as I had a counsellor. So moving into my practice, one of the things that's ethical for me and very, very important, I will never coach anyone else without having a coach or a mentor or supervisor or anything like that because that is, I don't know, it's just non-negotiable for me.
- Tammy Roche: So let's get into these few different things that I think are going to be an advantage for you to know about if you're searching for a coach. So the number one thing I want you to keep at the top of your head is the work begins before you start coaching. This is so true. Coaching is work. Sometimes it's uncomfortable, sometimes it is. You have to face things that you don't necessarily want to face. The process of finding of coach does begin before. You have to get clear with yourself and you have to do this process on your own, but hopefully these tools and tips I'm going to share with you will make that process just a little bit easier.
- Tammy Roche: So when I say the work begins before you find the coach and getting clear with yourself, that would be the number one thing. Too many times I've done it myself, so my hand's raised here, um, have tried to get a coach and not been clear with what they want. They know that everybody else does it or you know, everybody in their circle and they talk about having a coach or getting a coach and how good it is. But then they show up and they spend money on something that really has no return. So I would say to ask yourself, what area of your life right now are you finding that you want a little bit of help with? That might be accountability. I mean accountability girl, a big time. So that is probably my number one reason. When we have higher standards or if someone holds us to

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a higher standard, we tend to achieve a little bit more. So that is one of the things for me was accountability and also specific, very skill-based in terms of what I was looking for. So I had a few skills that I had to tick off.

Tammy Roche: So for you it might just be as simple as ... I mean I can remember when I began coaching, that it might just be as simple as you just want to feel better. You want someone to talk to that isn't emotionally invested in your life and you want to be able to reach them on a level that they get what you're going through and they can help you get out of that place. Because sometimes we need a hand up. I know as helpers, we don't like to ask for help. That is a huge part of us, but I am telling you ever since I've been a helper who consistently asks for help and consistently accepts help, it has made a huge difference to the people I help. That was a bit of a tongue twister that one.

Tammy Roche: Okay. Let's talk about the other thing. Clear on what you want and prepared to do the work required. Now, understanding that if, let's just say you have a goal of being able to speak into a room of a hundred, that goal by a good coach will be broken down into little bits and pieces. There will be parts of that process where you are going to need to stretch yourself. You're going to need those skills along the way so you are going to have to be outside of your comfort zone a little bit. So understanding the work involved if you want to achieve something.

Tammy Roche: Now I just want to stop and put a disclaimer in here and say that if you're not sure why you need a coach. I mean, I've been there. My first coach was that I wasn't sure. It was only through time that I became quite certain and then as I'm talking about the coach that I recently hired, it's something in time that happened, that I could become that clear. So don't beat yourself up or think that you're different because you're thinking about getting a coach, but you don't really know what you're after. That's what a discovery call is for, and I'll go through that in a second about the discovery calls because that's pretty important.

Tammy Roche: Okay. I guess understanding it's an investment is huge. I'm going to touch on the investment part of it, the money part of it in a minute, but that is a really important thing to understand. It's an investment. If you go to, let's say like a training session and you put money down, that's an investment. I used to have a photography business years and years ago and I used to do weddings and family shoots and stuff like that. I used to actually not call my pricing pricing. I used to call it investment and it was a mentor that taught me to see it that way. He said, "They're investing into having these pictures". I looked at it and I went, "Oh actually that is. That's quite true." So understanding and looking at as an investment, not just as a huge cost or an ongoing cost, you really have to see it's worth.

- Tammy Roche: So I want you to think about what kind of coach that you want to have in regards to what skills they're bringing to the table. So if you are wanting to say you're wanting to be a public speaker, you sure as heck may want to hire someone that has public speaking experience because they can share the ups and downs with you. They've been there. They can walk beside you. So I guess finding a coach that has done what you want to do or is doing it right now. Those are my two things, they're my personal things. I do tend to look at that.
- Tammy Roche: A huge one is, is the coach the right fit? Now a lot of people can be ... and I've done it before. I had a place, it was my first coach and it was a section where you actually just got handed a coach. You didn't ... it was an organization and you didn't get to choose your coach. Well, times have changed I think, and there are so many of us coaches out there and so much choice. I don't want you to forget about how much choice you have, right? So knowing if it's the right fit for you and knowing that you have the choice, you can choose what kind of coach.
- Tammy Roche: Perhaps like for me what's important is values and ethics. I really I value, value and ethics and it's a huge part of my practice framework. So I want to hire a coach that's similar to that. So what I say in values is it's what a person values. One of my top values is relationships. So understanding and being with a coach that has similar value to that, they're going to value my relationship with them and I'm going to know that or ethics. I know they're ethical, they keep confidentiality. They might be tied to an affiliation.
- Tammy Roche: Those little things. They do matter to a degree for sure if that's important to you, but I must admit, a couple years ago the accreditation stuff wasn't so much important to me and I have had coaches that are accredited. I've had coaches that aren't. I must admit though, through my experience, I've only had one negative experience and that was my fault and I put my hand up for that, but I will touch on that in a minute.
- Tammy Roche: I guess it's really important and I do want to say as a side note, you do not need fixing and you are not broken. Can I be clear about that? I think with that you can get sort of the hero mentality that a coach will come in and fix you and make you right again. I guess that maybe comes down to the individual coach's beliefs or values or ethics, but I believe that we are all whole. I believe that we all are the wisest people we know, but I do believe that sometimes we need to have others around us who will lift us up or give us belief until we find our own belief in ourselves. I think that's important.
- Tammy Roche: So if you're feeling like, say perhaps you've done a discovery call and a discovery call is a call where you can speak to a coach for say 30 minutes and they'll go through some questions and you can ask your questions and then you decide if it's the right match, right? So when you're going to do a discovery call with a coach and you get that feeling like they're above you or they're not letting you

Speak or anything like that, please step back a moment and just really think about, is that the right match for you? Do you want an uneven relationship? Because coaching is an even relationship. You are both the same. That is so super important to note.

Tammy Roche: Depending on which area you're looking at, you want to find someone that has been there and done what you want to do or they're doing it. Those are pretty much my main things that I look for when I'm searching for a coach. You also want to make sure that it's the right fit. Looking at things like their values and their ethics and how is the space set up? How is the coaching delivered? Is it on the phone? Is it in person? Is it a mixture of both?

Tammy Roche: You can ask them for their practice framework. Now that's maybe like a social worker sort of thing, but at the same time when I had my practice for five years previously, I had my own practice framework, so that talked about what kind of therapies I use. I use a lot of CBT, which is cognitive behavioural therapy and I use a bit of Gestalt. I use a lot of strengths as well or solutions-focused. So knowing where that coach is coming from, their perspective, really helps you understand what kind of experience you're going to get on the other side. I think that's really important. It is for me when I'm searching. So that is another one that I would say would be really important.

Tammy Roche: Now let's talk about money. Let's talk about the cost associated with a coach because some coaches are quite expensive. You've got your in-between coaches and you've got your entry-level coaches. I don't really believe that any of that price dictates their worth because I have gotten coaches from all ends of the spectrum and I haven't been disappointed. Actually, I was disappointed once and that was with a high-end coach, but that comes back to myself as well. I'll get into that story a little bit later.

Tammy Roche: So with the pricing, understanding what you're willing to spend. So before you interview a coach or before you delve into their discovery call or however you're going to go about it, or write that email, I would say to have a figure in the back of your mind that you feel comfortable with spending that money. It's an investment. You are going to have to work for it, but please, please, please remember you are the one hiring the coach and not the other way around. So you are the one that is in control of this process.

Tammy Roche: So for example, recently when I went to hire a coach, I had two that I was going in between and when I went to sit down for the discovery call, I had a big paper up on the wall with three items on it that were nonnegotiable for me with hiring a coach. These were three qualities that I needed them to have. I also had at the bottom, my ending point. My point of, okay, that is what I want to achieve out of this investment. Now I might be going way too ahead and maybe you're thinking, you're just wanting someone to check in with. You're not really

wanting to go over the top because you don't really know what you want. So if that's for you, I'm probably going too much into detail here, but either way, knowing what you want or at least knowing around about what you want is going to help you in finding a great coach.

Tammy Roche: I guess what I'd say is you wouldn't just show up to say Telstra, which is a telephone network here in Australia, and you wouldn't just say to them, "Here I am and I'm wanting a phone connection and I'm wanting a mobile phone." They ask you what you want or what you need, and you don't say anything. You just kind of look at them and say, "Well, just give me what you have." You might be handed the latest iPhone or you might be handed the earliest Nokia. Why would you be in a position where you're going to be paying for something but you don't know what you're getting? So get clear. You deserve it.

Tammy Roche: One story I want to share, which is not a happy story, it's kind of something that happened. It was quite a few years ago. I was probably in my second year of my practice. I hired a coach and I hired a coach in, I suppose not how I would hire a coach now, but I learned a lot of lessons from this. So when I had hired this coach, I had been watching them for a while and I had been seeing stuff that they were doing and I was like, "Wow, that's pretty incredible." This person had no coaching experience, but I guess that was my fault, is I looked at them as a coach but they were probably been-there, done-that, and it was probably more of a paid mentoring sort of situation.

Tammy Roche: Anyways, I had a few things in mind that I wanted to achieve, but his communication style and my own were two completely different things. And and unfortunately it was a setup where there was no discovery call, so I couldn't actually see what he was like or what he could bring to the table and see if that was going to jive with me. I just kind of went into blind faith and got this coach, paid a lot of money for 12 sessions and after three sessions he just disappeared off the face of the earth. I look at it too ... and this is someone that I looked up to and I think I put too much emotion into that business decision because that's what getting a coach is. It's a business decision for yourself regardless if you're self employed, you don't have your own business, that doesn't matter, but it is definitely a business decision. You are trading money for a service.

Tammy Roche: Looking back at the time I was very angry about it for about a year because it was an expensive mistake. It was not one that I was very proud of. Had a lot of shame over that and a lot of guilt and I beat myself up for a little while over that. I don't want you to make that mistake. So that's why I think some of the things that I've told you are things to keep in the back of your mind. It's not a, you have to do this or it's a go-to. Some of these things are not going to be for you, perhaps maybe ethical. That might not be a big area for you. For me it is. So these are ...

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- Tammy Roche: I always say to clients, take what you can use and stuff the rest, don't worry about the rest. Just take what's relevant or what makes sense to you. That is the most important bit. So out of that experience, like I said, I got really clear and I am happy to say I have yet to make that same mistake again, but it's one I had to learn.
- Tammy Roche: At that time I think I was a little bit too trusting in what the sales were, the psychology of sales and what that was being offered to me. Whereas now, I've put my emotions aside and I'm like, emotions have nothing to do with this decision. I try to convey that to anyone who is thinking about getting a coach or even buying an online program. That's another one as well. You have to really take your emotions and put them to the side and look at it just black or white, as hard as that can be. We're going to talk about emotions later on in the year. Let me know if you want to hear more on that.
- Tammy Roche: Lastly, I want to talk about the coaching agreement. A coaching agreement can set up a really good beginning, a strong beginning at that because both the coachee and the coach know which direction they're going in. They know the expectations, they know the standards and I believe that sets a beautiful tone to a really quality well-invested relationship.
- Tammy Roche: So basically what a coaching agreement is, it is something, I'll use my practice for example. So if I do a discovery call with a potential client, I will usually send through my coaching guidelines and stuff right after the call for them to peruse. I'll also say to them, "I'm available via email for questions you have or if you need a phone call to just clarify something", but ultimately it's just a set of standards. I ask for all clients to sign it and then I have to sign it and we're both held to it. I also cover confidentiality, but I do find that it's a huge part of it.
- Tammy Roche: After I have a discovery call with a coach that I'm looking for, seeing those documents come through, shows me that that coach is professional. They've got standards, that they have certain protocols and they've got systems within their business, which for me and my business is super important. If I'm going to be learning off someone I need to know they're organized, I need to know that they've got their stuff together. So lastly, I would say that's the coaching agreement, would be the last thing I would look for in a coach after that discovery call.
- Tammy Roche: Now that I've gone through all the different things that I believe are really important when picking a coach or finding a coach, I want to talk about if you can't afford a coach. Maybe you're not in a space where having a coach is going to be something that's viable for you. You just can't do it. I get that. I've been there. So I've got a few things I want to tell you about, that are free and that you can access because I think sometimes if you realize, "hey, I'm not really in a



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position where I can afford that ongoing investment right now", then that's a good place. You know that, but there are other ways around it.

- Tammy Roche: So the two that I would suggest done them myself, is mastermind. Find someone that you can be accountable with each week. So this might be someone that has the same goals as you, or it might be that they have a different goal, but you both are available and you also respect that space and it's non-negotiable time. The other thing is a mentor. A mentor probably won't be weekly because I've had a few of them and I haven't paid for them, but they do pay for it themselves with their time and I'm very careful about accessing my mentor's time. So if you do that, it might be once a quarter, once every three months or it might be once a month. That wasn't always in my case because my mentors were very busy, but that's another option of being able to being to share your vision and to be held accountable for new changes that you're wanting to make.
- Tammy Roche: So if that is something your interested in, there are lots of different ways to find that. Right now, this is the best time for connection online. You may not want to have a connection online as a mentor or as a mastermind, but I am saying there is a lot of availability in that space and it's important to know that. So you can look and find someone and be specific. Say, "I want to catch up in person", or, "I want to catch up by phone."
- Tammy Roche: Now, I'll share with you my experience I had. So I graduated with a student when I was doing coaching. We just touched base, I guess it was about the study materials to begin with. We wanted to just have a connection point. So we started masterminding and that was just an accountability thing. We did it for three years and we connected once a week minus vacation times or things like that or in-between coaching blocks, etc and we kept each other accountable. There was no money exchanged. It was just a mutual obligation thing, but the one thing I would admit to ... I should really go deeper into this conversation, let me know, post on social, send me a message or an email. Let me know if you want me to go a little bit more tighter on masterminds. I've got a lot of content there that I can think of just off the top of my head.
- Tammy Roche: But anyways, getting back, the one thing is, is you really need to value other people's times. When it's masterminds or it's a mentor, you really need to be professional about how you handle it. I believe that this person and I gave each other mutual respect and if we couldn't be on the call we would email in the morning or as soon as we knew. Little things like that and being professional really helped us in the way that we showed up and it was a crucial tool for my practice during that time. I cannot even begin to tell you. It was one of the best investments I made and it was with my time. It wasn't with my money. So masterminding might be for you and it could just be that one-on-one. I would say maximum three for a mastermind is usually my experience on how it can be



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tailored in, depending on how much time you have. But that's my experience is max three and I am a one-on-one kind of girl. So I did appreciate that, but I'm definitely in the future considering a three person mastermind. Just have to be really tight with time I suppose.

Tammy Roche: So that's the episode for today. I hope that helped you if you were thinking about getting a coach or getting more support in your life and wondering how you could do it. So I gave you three options. I gave you the coaching which is paid of course. I gave you the masterminding, and I also gave you the option of a mentor.

Tammy Roche: Now those three things may not come at first, but if you put the intention out there and that is something you want to look into, then just see what happens. Just kind of start talking to people about it, make it part of your conversation, make it part of your language and you will see how quickly something might show up.

Tammy Roche: Now remember, you have to have action backed by that. You have to be doing the work. You have to be talking about it, asking about it, showing up, all those things, but ultimately I believe that you are resourceful and you can find what you need as long as you're clear about what you need.

Tammy Roche: So now I'm going to take the time and say thank you. Thank you for listening to the end if you've got this far. I am really happy that my podcast is out there on a regular basis so I will be coming to you every single week and I want you to know that this podcast is all about you. The reason I'm creating it is all about helpers. I want to support, encourage, inspire, empower. I really want to provide you with some content that's worth tuning into.

Tammy Roche: In order for me to do that, I really need to hear from you. If you feel I'm missing the mark, there's something you want to hear about, a topic you want me to get into or guest you might like to see on the show. So feel free to reach out on me. You can go to my website at anytime. It's [tammyroche.com](http://tammyroche.com), and you can contact me via there, by email or by inquiry. Or you can catch me on Instagram, [@tamsroche](https://www.instagram.com/tamsroche). That's on Instagram. Sent me an instant message or just send me ... write a comment, whatever you'd like, whatever works for you.

Tammy Roche: Now this is the end, but before you go, can I ask one favor? If you feel I provided any value at all, if you could please on iTunes, rate me, give me a review, just short, sweet to the point, but the more reviews I have because I'm a newbie here, it really, really helps. So thanks so much for tuning in. Remember, if you're a helper out there and you would like your story featured and like to be interviewed by me, please reach out. I'd love to hear from you. Until next time, take care of you.