

## CHECKLIST

### Evaluate, do research



John M. McKee, one of America's leading business and career coaches, offers part two about selecting a career coach.

■ It's generally advisable to conduct your career counseling sessions one-on-one with your coach, rather than in a diluted group setting.

■ A solid coach should be able to help you determine your overall goal and objective.

■ A good coach should establish quantifiable milestones and corresponding due dates. Without it, you're simply driving toward a destination without direction.

■ There should never be a fee for an initial consultation with a career coach. The consultation should establish the "chemistry" — or lack thereof — between you and the coach.

■ Find out in advance of hiring how often the coach has had to give someone a refund, and for what reason. Many good coaches have had to do this, and those with integrity will explain why this has happened.

■ What does the career coach charge, and what exactly can you expect to receive in return?

■ Counseling rates vary wildly, from as little as \$75 per session to as much as \$800 per session. The old adage remains true: you get what you pay for, so while it's OK to be cost-conscious, don't be penny-wise and pound-foolish.



Original source material contains defects

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