

# **Coaching Questions: Identification of Client, Audience, Stakeholders and Accountability**

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The following set of questions should be considered by the person doing the coaching and in most instances should be directly addressed by the person receiving the coaching services:

- (1) Is the person who first contacted you (the coach) the one who will be receiving the coaching services? [Identifying entry client]
- (2) Who will be receiving the coaching services? [Identifying coaching client]
- (3) Who will be directly impacted by the coaching services being offered? [Identifying key stakeholders]
- (4) Who has a legitimate, personal interest in and investment in the outcomes of this coaching engagement? [Identifying audience]
- (5) What are the desired outcomes and what are the mandated outcomes (if any) for this coaching engagement? [Identifying nature of accountability]
- (6) Who will be held accountable for the success or failure of this coaching engagement? [Identifying source of accountability]
- (7) Who (if anyone) will be asking (legitimately) for an assessment of outcomes from this coaching engagement? [Identifying assessment client]
- (8) Who (if anyone) will have access (legitimately) to the results of this assessment? [Identifying assessment audience]
- (9) How will the assessment be conducted and who will conduct it? [Identifying assessment strategy]