



A Buyer's Guide to Executive Coaching Prices

Your choice of an executive coach can depend on many factors and one of these is price. Price is rarely the most important factor, as most people would agree that you don't buy coaching, you buy the coach. Coaching is definitely a partnership and making the right choice for you will include a whole host of things that impact on the price of coaching. Here are a few.

Experience

Price often depends on the experience that the coach has in dealing with the challenges that you as a doctor face. This is not necessarily about whether your coach has worked in the NHS, or even done the same job that you do, but how experienced they are as an executive coach, how they will guide, challenge and stretch you to achieve your goals. With greater experience also comes a larger price-tag.

Training

Coaches have often invested significantly in their training as executive coaches as well as in the ongoing costs of Continuous Professional Development (CPD) and in coaching supervision. This specialist training gives them the knowledge and expertise to work with you in very challenging and expert areas. Coaches with expert training will often reflect this in their pricing structure.

Duration

People differ in the time it takes them to create change and the change programmes created with your coach will define the amount of coaching that you and your challenge will need. Most coaching is brief and goal-focused in nature and it is difficult to define the exact number of sessions but most programmes consist of between 7 and 10. With some coaches, sessions may last for one hour and with others, for longer. Consequently prices will differ.



Type of Intervention?

Some coaching is remedial, where the client is asked to work with a coach on some challenging issues in their performance or behaviour at work. Other coaching is developmental, to develop you as a person, your career or perhaps your leadership and management skills. Either of these may require frequent and longer sessions to create the change that you and your organisation may be looking for and may be reflected in the price.

Intensity?

Most coaches plan for regular coaching sessions with work agreed to be done outside and in-between sessions. Other coaches, depending on what challenges you are facing and depending on how they work, allow for a number of email and/or telephone 'laser' sessions in between regular sessions to deal with issues of importance that occur. These can be very motivational when dealing with hot issues or important challenges and can help to make change more durable. These extra sessions may be reflected in the price.

Psychometrics?

It is often useful when undertaking a coaching programme, to establish a baseline from where the client's goal is set. Personality or behavioural profiles such as DISC, MBTI, Big Five or a range of others may be proposed by the coach so that you both have an idea where you are starting from. Psychometrics are only ever a part of the picture, however it can be an important part.

Psychometric assessments come with a price that the coach will pass on to you and that may include the cost of the assessment plus a reasonable amount of time for the coach to analyse the result and develop a proposal for you.

Face-to-Face, telephone or Skype?

Some clients and indeed coaches prefer face-to-face coaching sessions, as coaching can be seen as a human interaction between two people. Others find telephone coaching or online with Skype as a useful, convenient and time-saving alternative. Most coaches will probably expect that the first session, the intake session, is done face-to-face so that a partnership relationship can be



developed. Face-to-face sessions usually need to be longer in duration to be cost-effective and the travelling time and the costs of travel for the coach will often be factored into the price. After the intake session, subsequent sessions can either be face-to-face or remotely by telephone or Skype if that works for both you and the coach.

Individual, Team or Organisation?

Executive coaching can be done in a variety of ways, from working one-to-one to working with a larger team or the whole organisation. The costs for these can differ greatly as preparation time, briefing & debriefing and report-writing may well come into the equation. The more bespoke the programme, the greater the design costs may be to ensure good outcomes and return-on-investment.

Coaches running their own businesses?

The NHS has various coaching and mentoring schemes where staff have been trained in coaching and offer their services as part of their daily job – there isn't a charge. However many doctors prefer the independence and impartiality of external coaches who have their own businesses. These businesses have insurance, tax and accounting obligations that have to be passed on as costs to the client. Some coaches do coaching as a small part of their job and for others it is their livelihood. Some coaches pay VAT others don't and this can also affect the price.

Level in Organisation?

The more senior the client is in an organisation, the greater the expertise that will be expected of a coach. For example, at hospital trust board level, not only may coaches be coaching individual board members, but also the whole board team and in specialist areas such as strategic development, organisational development and business development. Some of our coaches have commercial and private-sector backgrounds and can engage at this level. This will affect the calibre of coaches that you want to use and their prices.