

How to choose the right coach for your Innoweave coaching engagement

Finding a coach that is the right fit for your organization and your social innovation project is not always easy, but a good match leads to a more successful and enriching coaching experience.

The following tips are offered to help you in your reflection when selecting a coach. This is not a checklist! It's about finding the right fit for you and your project and about helping you achieve your intended impact.

Tip: Why not reach out to more than one coach? Having conversations with two or three coaches before making a decision can help clarify your needs and help you decide who would be a better fit.

Did You Know?

Your coach does not necessarily need to be on the Innoweave platform. Look around you! Do you already know someone that knows your sector and organization and would be a great fit for your Innoweave coaching process?

[Innoweave Coach Directory](#) 

Did You Know?

You can select two coaches with complementary expertise for your coaching engagement! For example, you could select one coach with more knowledge of your sector and community, and a secondary coach with more expertise relating to a specific coaching stream.



1

Choose 2 or 3 coaches to connect with



2

Reach out and connect



3

Compare and select one or more coaches



1

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What do I look for when searching for a coach?

Expertise



Have they gone through specific training? Have they developed materials relating to their coaching expertise?

Is the coach an Innoweave Impact & Strategic Clarity certified coach? (For the Impact & Strategic Clarity coaching stream only).

Would it be beneficial for you to have a second coach with complimentary expertise?

Are they familiar with your sector or community?

Experience



Have they played a coaching role before?

Have they worked with Innoweave before? Do they understand the focus, principles and expectations?

Have they had experience with organizations similar to yours or in the same sector?

Location



Would it be beneficial for your project if your coach was in the same geographical location as you (and your partners)? Or are you able to manage working with a coach remotely?

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2

Reach out and connect

Preparing for a call with a potential coach

Give some context – email your potential coach and send a short description of your organization and why you want to start an Innoweave coaching engagement

Readiness assessment tool – The Innoweave self-assessment tool is designed to help you determine your organization's readiness and whether your initiative is well suited for a specific stream. Make sure to do the assessment before speaking with a coach and ask them any questions you may have relating to your readiness to start a coaching process. (The self-assessment tool can be found at the bottom of each Innoweave stream page on [our Website](#)) 

Prepare questions – were there any details that weren't captured in the coach's online profile?



Sample Questions

- Given your experience, do you think our organization and project are a good fit for this Innoweave coaching stream?
- Can you talk about your coaching approach and culture?
- Have you coached other organizations like ours or similar projects?
- Are you involved in any communities of practice?
- Given your experience, do you think our organization has the time and resources to go through this coaching process? Is this a good time for us to start Innoweave coaching?



3 Compare and select one or more coaches

Who seems like the right fit?

Would it be beneficial to select two coaches with complementary expertise?

Tip: Trust your gut!

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Learn more about Innoweave's Coaching Principles

Innoweave relies on a few coaching principles that inform how we work and what we support:

- **Impact focus:** Successful organizations cultivate a strong and shared understanding of the impact that they seek to achieve...
- **Hands-on learning:** We believe that learning happens best through hands-on experience...
- **The organization does the work:** Coaches provide structure, guidance, and feedback based on their expertise, as well as targeted contributions to the work, where appropriate...
- **Build capability:** The role of the coach is to provide enough support so that the organization has enough competence and confidence to continue implementing their social innovation approach after the coaching engagement ends...
- **Continuous learning:** We aim to support organizations to adopt learning-based processes with regular feedback loops to deepen their impact...

Find out more about these principles on [our website](#) 