

Business Purpose: To ensure we meet financial, time and developmental requirements.

In-house or External?



A healthy coaching culture evolves from a creative blend of expertise, experience, interest and enthusiasm, carefully matched with the differing levels of requirements from people and situations.

In-house capability and capacity, as well as budget, will influence your decisions on who to select for any coaching intervention. Here are some criteria to consider when deciding between in-house or external expertise.

Fitting the business purpose	In-house	External
Cultural fit – values and approach		
Objectivity – not knowing people and personalities		
Presence and availability in workplace to observe coachee's progress and seek feedback from others		
Critical friend		
Accredited in diagnostics, psychometrics e.g. 360° Feedback		
Level of experience		
Track record		
Conflict of interests		
Development and support of coaches		
Personal style		
Level of trust and honesty		
Ease of availability		
Increasing internal capability		
Embedding coaching practice		
Embedding learning from training programmes		
Increase retention		
Providing perspectives and ideas from outside the organisation		
Advisory / consultancy role		
Growing in-house talent		
Maintaining balance / reducing stress levels		
For highly sensitive & confidential issues		
For intensive or 'stretch' work e.g. with high potentials		
Personal development for senior executives		
Providing honest feedback to senior people		
Urgency: how soon?		
Importance of retaining expertise in-house		
Level of resistance to coaching intervention		
Level of scope required e.g. for design of intervention		
Level of feedback required for organisation		
How cost effective?		