

Coaching Evaluation

Create the Perfect Feedback Form

ABOUT THIS RESOURCE

As a coach, it is important to collect feedback from clients to ensure that your services are producing value and results. To help you do this, the CoachedIt team has curated a list of questions that you can pick and choose from to create the most insightful questionnaire for your coaching practice or program.

We recommend asking five different categories of questions to get the most well-rounded feedback. Armed with these insights from your clients, you'll be able to validate your value and make improvements when needed.

**Coaching Program &
Dynamic**

**Operations &
Administration**

Effectiveness

**Additional
Impact**

General

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Coaching Program & Dynamic

Asking questions about how your clients felt about your program offering and coaching dynamic will also help you understand your clients' perception of you as a coach and your rapport with them. This objective view of your client relationships can help you strengthen your client-coach dynamic in the future.

- If you had to describe me as a coach in five words, what would they be?
- What recommendations would you make improve the program as a whole?
- How can I improve my approach to coaching for future clients?
- Could I have done anything differently to make you feel more heard or understood?
- On a scale of 1 to 5, how comfortable were you sharing your true thoughts and ideas?

Operations & Administration

The way an organization or program is run is closely linked to how a client perceives the organization as a whole. Understanding how you can improve your operational effectiveness will not only help you, but improve your client experience.

- Was it easy to get in contact with me when you needed to?
- On a scale of 1 to 5, what rating would you give the scheduling process?
- On a scale of 1 to 5, what rating would you give the organization and flow of the coaching program?
- How would you rate the effectiveness of communication?

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Program Effectiveness

Whether you offer one-on-one coaching or coaching courses and group sessions, asking questions about your core offering will give insight into the effectiveness of your offering and how well you helped your clients achieve their goals.

- Did you accomplish all of the goals you set for yourself?
- What techniques or strategies were most effective for you?
- Did you feel supported in accomplishing your goals?
- Are there any resources you wish I used?

Additional Impact

Your ability to help your clients accomplish their goals is your effectiveness, but it's likely that you've assisted them in other ways as well. Ask impact questions to get a good sense of your overall role in your clients progress in life or business.

- What did you learn about yourself as a result of this experience?
- Did you learn anything unexpected from the coaching program?
- What were your biggest takeaways from this experience?

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General Questions

Whether you offer one-on-one coaching or coaching courses and group sessions, asking questions about your core offering will give insight into the effectiveness of your offering and how well you helped your clients achieve their goals.

- What were the core strengths of this program?
- What were the core weaknesses of this program?
- What would you have done differently?
- On a scale of 1 to 5, what rating would you give this coaching experience? Why?
- Would you recommend this program to others?
- Did you experience any difficulties or issues with the program?
- Would you hire me for your future coaching needs?