

When Coaching Fails: 10 Common Reasons

1. The candidate is not ready for coaching; not ready to consider change.
2. There is a poor match between the coach and the candidate.
3. Clear cut objectives were not spelled out by the company and the candidate at the beginning.
4. Lack in coaches' knowledge of the behavioral sciences.
5. Coaching period has lasted too long or too short.
6. A failure to loop back with the company for feedback and updates.
7. Coaching candidates fails to allocate time for self-development.
8. Unrealistic expectations by the company or the referring executive.
9. The candidate is not a high potential leader.
10. Assessment instruments were not utilized to anchor the process.

The HPL Coaching Group
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