

How much should I pay for coaching?



Coaches who work with physicians are professionals, often themselves with a healthcare background and often holding internationally recognized executive coaching credentials.

- There is no standardized coaching fee schedule, and the fee charged by a coach varies depending on their qualifications, experience and expertise.
- Some charge fixed amounts for a package of services including one on one coaching sessions over a discrete period of time, whereas others charge by hour or session.
- Some require payment in advance; others bill after sessions or monthly/quarterly.
- You may expect to pay additional charges for certain assessments, document reviews or reports.
- Like specialized physicians, the charges for most coaches fall between \$200 and \$500 per hour of coaching delivered whether billed in a package or by session.
- Senior and experienced coaches, and some coaches working in challenging areas such as disciplinary cases and conflict, may charge more.
- Exactly what is included, such as assessments, support between formal sessions and availability outside of normal office hours will vary.

In deciding how much you feel comfortable to pay, you need to balance your investment in coaching in against the value of what you hope to achieve, and in some circumstances, the cost of not achieving it. Value can include clear cost savings or profits, but may also include things like saving your own time and stress by getting something done more efficiently, moving past a difficult decision, achieving a life goal sooner, or achieving something you might have considered out of reach. Think of hiring a coach as part of the way you are making a tangible investment in achieving your goals.

