



Scrum Alliance Certified Team CoachSM (CTC) Client Recommendation Guidelines

Use these questions as a guide when recommending a candidate for the Scrum Alliance Certified Team Coach certification. **Not all of these may be relevant for your situation.** Please use concise, concrete examples when describing the work done and value provided by the candidate in your organization.

1. Why did you choose this individual to provide coaching services over some other individual? What characteristics of the person helped you make that decision?
2. How did you establish an agreement about the scope of the coach's engagement work? Did you and the coach design clear goals and expectations?
3. Tell us a brief story about how the coach added value to your organization. What personal characteristics, skills and competencies contributed to the benefits you gained?
4. We evaluate coaches along multiple dimensions. You will help us by providing information on the following:
 - a. Assess: How did the coach help you discover your needs?
 - b. Facilitate: Give some examples of how the coach facilitated collaborative sessions.
 - c. Educate: Give some examples of how the coach enabled learning in your organization.
 - d. Balance: Describe a situation where the coach guided you and teams to uncover their problems and discover possible solutions.
 - e. Catalyze: In what ways did the coach help to bring about changes in thinking or behavior in your organization?
5. Describe a time when you worked with the coach to change approach or strategy due to changes in conditions/circumstances or after making new findings. How did the coach respond to the changes?

Your letter will help establish the coach's qualification for the CTC. Thank you for your input.