



Leadership and Governance Toolkit

Tool 8: Get a DEI Coach

When selecting a DEI coach, leaders should ask the following questions: Does the DEI coach have (1) senior professional experience, (2) experience leading DEI-related change, (3) mentorship and coaching experience, (4) knowledge of DEI – ideally original knowledge creation effort like a blog, a book, or a podcast, (5) significant lived experience, (6) strong emotional intelligence, (7) an action-based approach to help you deal with challenges, (8) a strong ability to connect with you, and (9) a tone and demeanour you find trusting, and (10) a willingness to speak the truth and hold you accountable. Coaching is action-oriented, usually takes 10 to 12 sessions to begin being effective, and should be evaluated for its value every 3 to 4 months. When the DEI leader is from an EDG, finding coaches with similar lived experience can create strong feelings of empowerment and community.