

Sample Coaching Questions

Questions for Sharpening Assessments

- How do you know that? What kind of evidence do you have?
- When have you seen that happen?
- What would have to happen to change that?
- If you say “yes” to this opportunity, what will you have to say “no” to in order to pull it off?

Questions for Getting Under the Surface

- You mentioned a challenge your team is dealing with. Let’s slow down a bit. What else might be going on here? What aspect is harder to talk about, but is also here?
- Sounds like (this person) has been challenging. If there were a challenge underneath this one dynamic, that might be a bigger pattern or question for us, what would it be?
- We’ve covered the urgent challenges rising to the surface this week. But I want to make sure to check in about “the bigger picture”. In the grand scheme of the campaign, what other things are important for us to spend time on?

Questions for Prioritizing

- Which of these things feels most urgent for us to figure out today?

Questions for Centering Equity

- Who is most directly impacted? Who has been left out? How can they be directly engaged? How do your demands center race, class, and gender justice?
- Who are the stakeholders most affected by the inequities? Are they involved in naming the issues and solutions? What kinds of active leadership roles could they take to advance the proposed solution?
- What inequities are you noticing or experiencing? What are the impacts on different groups? Who benefits most and who is hurt most?
- What institutions, policies, or practices are causing or contributing to the inequities? What social norms, popular myths, or cultural biases may be contributing?
- How did things get this way and are things worsening or improving?
- What solutions could address the root causes and eliminate the inequities? How would different racial groups be impacted by the proposed solutions?
- What strategies and actions could be used to advance the solutions?

Coaching Observations and Notes Template

Use this template to record your observations, gut responses, and possible questions when you are meeting with your campaign lead.

My Observations

Team discouraged by getting a no from a secondary target they thought would be an easy yes.

My “Gut Response”

“Why is this such a big deal? Let’s move on!”

A Curiosity Underneath

“Is there something I’m missing about what it means to them?”

A Question I Could Ask

“It seems like this was a big disappointment for you all. I want to know more about how it landed for you. What felt ‘big’ about it to you?”

“And what would it take to feel like ‘we’re on the right track’ again?”