



Self-Assessment Tool for Campaign Coaches



Campaign Coach Self-Assessment

Purpose

This self-assessment is designed to help Campaign Coaches reflect on their coaching practice, identify strengths, and create professional development goals aligned with the NEA Campaign Lab coaching model.



Rating Scale

- 1 = Needs Significant Improvement
- 2 = Developing
- 3 = Effective
- 4 = Highly Effective
- 5 = Exemplary

Part 1: Understanding of the Campaign Coach Role

Competency	1	2	3	4	5
I understand that my role is to be a thought partner, not the primary decision-maker.	☐	☐	☐	☐	☐
I focus on helping campaign leads discover their own solutions.	☐	☐	☐	☐	☐
I maintain appropriate coaching boundaries and avoid taking ownership of campaign work.	☐	☐	☐	☐	☐
I balance accountability with support and encouragement.	☐	☐	☐	☐	☐
I remain campaign-lead-centered rather than coach-centered.	☐	☐	☐	☐	☐

Comments/Examples:

Part 2: Coaching Skills

Active Listening

Statement	1	2	3	4	5
I listen carefully before offering suggestions.	☐	☐	☐	☐	☐
I identify underlying issues rather than only surface-level problems.	☐	☐	☐	☐	☐
I demonstrate curiosity when challenges arise.	☐	☐	☐	☐	☐
I reflect back what I hear to check understanding.	☐	☐	☐	☐	☐

Questioning Skills

Statement	1	2	3	4	5
I use open-ended questions effectively.	☐	☐	☐	☐	☐
My questions help leads deepen their analysis.	☐	☐	☐	☐	☐
I help leads prioritize challenges and opportunities.	☐	☐	☐	☐	☐
I rely more on questions than advice.	☐	☐	☐	☐	☐

Comments/Examples:

Part 3: Diagnosis and Intervention

Statement	1	2	3	4	5
I can distinguish between motivational, strategic, and skills-based challenges.	☐	☐	☐	☐	☐
I ask enough questions to accurately diagnose challenges.	☐	☐	☐	☐	☐
I tailor my coaching approach to the lead's needs.	☐	☐	☐	☐	☐
My interventions help leads generate their own solutions.	☐	☐	☐	☐	☐
I help leads identify clear next steps.	☐	☐	☐	☐	☐

Comments/Examples:

Part 4: Meeting Facilitation

Statement	1	2	3	4	5
I establish a clear agenda and desired outcomes for meetings.	☐	☐	☐	☐	☐
I keep meetings focused on agreed priorities.	☐	☐	☐	☐	☐
I balance relationship-building with progressing the work.	☐	☐	☐	☐	☐
I conclude meetings with clear action items and accountability.	☐	☐	☐	☐	☐
I regularly seek feedback from campaign leads.	☐	☐	☐	☐	☐

Comments/Examples:

Part 5: Coaching Rubric Reflection

Rate yourself based on the Campaign Coach "Sweet Spot."

Elicitive

Reflection	Rating
I balance asking questions with offering suggestions when appropriate.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Directive

Reflection	Rating
I guide meeting structure while remaining flexible and collaborative.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Transparency

Reflection	Rating
I thoughtfully share observations and assessments without dominating the conversation.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Experience

Reflection	Rating
I appropriately use personal experiences to support learning.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Vulnerability

Reflection	Rating
I help leads explore deeper challenges while staying focused on solutions.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Taskiness

Reflection	Rating
I balance personal connection with accomplishing meeting goals.	1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Part 6: Equity-Centered Coaching

Statement	1	2	3	4	5
I intentionally center my campaign lead on those who are most impacted by campaign issues.	☐	☐	☐	☐	☐
I encourage leaders to engage underrepresented stakeholders.	☐	☐	☐	☐	☐
I help campaign leads consider root causes of inequities.	☐	☐	☐	☐	☐
I encourage campaign strategies that advance equity and justice.	☐	☐	☐	☐	☐

Comments/Examples:

Part 7: Strengths and Growth Areas

My Greatest Coaching Strengths

1. _____
2. _____
3. _____

Areas for Further Development

1. _____
2. _____
3. _____

Professional Learning Goals

1. _____
 2. _____
 3. _____
-

Overall Self-Reflection

What coaching accomplishment am I most proud of during this period?

What coaching challenge has taught me the most?

How have I helped campaign leads move forward toward their goals?

What is one commitment I will make to strengthen my coaching practice in the coming months?

Overall Self-Rating: ☐ Developing ☐ Effective ☐ Highly Effective ☐ Exemplary