

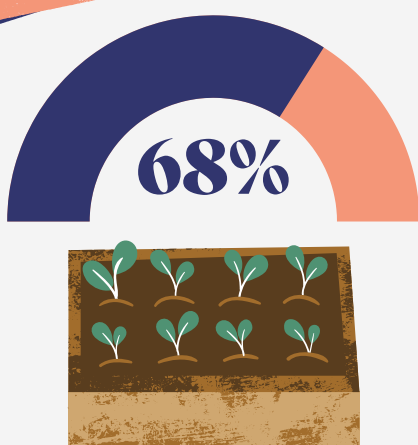
# MAKING THE CASE FOR Coaching

Coaching is widely recognised as a powerful tool for employee development. But why?



## PERFORMANCE

A survey by the ILM revealed that 45% of managers believe coaching improves their performance. 42% say it gives them greater confidence.



## ROI

68% of individuals who hired coaches were able to make back their investment. Those who make a financial gain on their coaching can, on average, expect 3.44 times the amount spent. (ICF Global Coaching Study 2009)

## ROI

51% of companies with a strong coaching culture report higher revenue than their industry peer group. (Human Capital Institute)



## Productivity

Companies that offer training alone experience 22.4% increase in productivity, but when combined with coaching that figure rises to 88%. (Gerald Olivero, Denise Bane & Richard Kopelman, Public Personnel Management)



## Most common reasons for a business to engage a coach...

Develop high potentials or facilitate transition – 48%  
Act as a sounding board – 26%  
Address derailing behaviour – 12%  
Harvard Business Review



## CONTENT

In a study of corporate coaching just 3% of engagements were arranged to support personal / life issues

It's reported that 76% of executives brought personal / life issues to their coach

Harvard Business Review

## Reap the rewards

A study in 2013 using fMRI scanning demonstrated the value coaching brings; where a feeling of self-efficacy is a better solution than instruction and direction

