



---

*Julia James*

## **THE POWER OF COACHING**

### **HOW TO SKY-ROCKET YOUR COMPANY'S SUCCESS**

#### **Coaching, a Young and Growing Profession:**

- International Coach Federation (ICF) >8500 members worldwide today
- Large Corporations, e.g. IBM and Oracle established in-house coaching programs where 1000's of employees receive coaching.
- Multiple studies show ROI's >500% for corporate coaching

#### **Why Coaching?**

- **Real-time, on-the-job learning:** By providing feedback and guidance in real time. Coaching develops leaders in the context of their current jobs without removing them from their day-to-day responsibilities.
- **Unbiased, personalized approach:** The one-on-one interaction with an objective third party provides the focus and support that is needed to achieve excellence in today's fast pace work environments.
- **Employee satisfaction and stress management:** Satisfied employees who enjoy a healthy balance between their careers and their personal lives are committed to their companies, contribute and perform at a higher level, and stay with their company much longer.

#### **Client Testimonial**

"The team came away with a sense of increased camaraderie built from a vulnerability, honesty and trust that was experienced during the workshops. We came away with a common language that speaks to balance, responsibility, and getting to the point of the issue at hand."

*Patricia Thomson, Exec. Director, Stanley Park Ecology Society, Vancouver, BC*

## Coaching Success Stories:

- A study by Metrix Global concluded that a supervisor training program combined with follow up coaching increased efficiency by 88%, whereas the same training by itself increased efficiency by 22.4%.  
**Coaching tripled the success!**
- A study by Ramsay & Kjeldsen on the effects of coaching on employees' stress level showed:
  - 72% learned to prioritize time better
  - 85% made necessary changes in their day-to-day lives
  - 74% learned tools to help them tackle stress better.
- Manchester Inc. study showed following benefits of coaching:
  - Improved working relationships (77%)
  - More effective teamwork (67%)
  - Reduced conflict (52%)
- A study by Right Management Consultants found **a ROI of \$'s spent on executive coaching of over 500%**. Executives engaged in coaching reported increased productivity, improvement in relationships, and greater job satisfaction
- Multiple studies have found that 360-degree feedback processes combined with coaching, significantly improved employee satisfaction, commitment, retention and overall firm performance.

## How to Introduce Coaching to Your Company:

- Provide introductory coaching seminar on a major challenge your company is facing
- Offer pilot coaching program to interested leaders and managers
- Define and quantify ROI based on client's starting measurements
- Share success stories and results with the rest of the company

**When company decision-makers see evidence that coaching positively affects the bottom-line, they become advocates for future coaching initiative!**

**For More Information on Coaching Visit: [www.coachfederation.org](http://www.coachfederation.org)**