

The

Opportunity



Why Executive Coaching Is So Powerful

- Unlike training and development programs, where 85% of content is forgotten in two weeks, coaching provides lasting impact and sustainable improvements
- Proven process emphasizes ongoing reinforcement and measurable results, and moves forwards towards continuous improvements in performance
- Content provides a set of tools and distinctions for lasting impact
- Focus on data and metrics, so that our clients get accurate insights and we are all moving towards the same goals
- Coaching emphasizes a holistic look at each client, including both behaviors and perceptions



Executive Coaching Offers Proven ROI (when done right)

- Studies consistently show an average return of between **\$4.30 and \$7.90** for \$1 invested in executive coaching.
- Coaching is used as a **standard leadership development approach** for elite executives and talented up-and-comers.
- Training combined with coaching increases productivity **by an average of 86%** (VS 22%with training alone).
- Fast Company: 92% of leaders being coached say they plan to use a coach again



And Clear Benefits



Companies that provide coaching report these benefits (Source: ICF):

- Productivity (reported by 53% of recipients of coaching)
- Quality
- Organizational strength
- Improved customer service and reduced customer complaints
- Improved retention, especially among those receiving coaching
- Cost reduction and bottom-line profitability (22%)

And Clear Benefits (continued)

Executives who received coaching received these benefits:

- Improved working relationships with direct reports (reported by 77%)
- Improved working relationships with immediate supervisors
- Better teamwork
- Improved working relationships with peers
- Greater job satisfaction (61%)
- Reduction in conflicts
- Improved organizational commitment
- Stronger client relationships

