



The Organizational Payoff from Leadership Coaching

RIGHT'S POINT OF VIEW



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Once seen as a remedial intervention, leadership coaching is now viewed as a valuable and prestigious benefit in many of our client organizations. One executive described the perception of coaching in his company this way: "By positioning the program to be for high performers, they made it so that there was a status associated with being chosen to participate. That was very effective."

Overwhelmingly, individuals who have participated in coaching services report strong satisfaction with the process. In our newly republished study, "ROI for Executive Coaching," 86% of participants were very or extremely satisfied with the coaching experience. One

enthusiastic coaching client had this to say about coaching: "This has been the greatest gift the company ever gave me. They can give you a bonus...but this is a gift that will stay with me."

Beyond its value for the individual receiving the coaching, however, can coaching be said to provide real benefits for the organization overall? The answer, based on this study, is a resounding "Yes!" **In fact, using a very conservative approach, the return on investment for leadership coaching was calculated at 5.7 times the original investment.** (This study demonstrates an interesting approach to pinning down a specific ROI for this kind of initiative.)

Leaders who had worked with an experienced coach for between six and twelve months reported tangible business impacts that they attributed to learnings and improvements stemming from their coaching process. These tangible business impacts included increases in productivity, quality, organizational strength, and customer service.

Perhaps even more important to coaching participants were the intangible benefits they received.

Fully 77% of the participants surveyed said that they were enjoying improved relationships with the people who report to them. Other important intangible benefits included improved teamwork, improved job satisfaction, and reduced conflict.

If this sounds interesting to you, I encourage you to read this groundbreaking study, or executive summary of it, to find out more. The organizational payoff of coaching is real, and it's significant. In these challenging times of change and growth, it's worth taking the time to learn more about proven approaches that have a positive impact on the people in the organization and the bottom line.

How can coaching help your bottom line? Call 1.888.586.0656 to order your free copy of Right's ROI for Executive Coaching and reference reply code G0504.

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