

Measuring the Impact & Results of Executive Coaching

COACHSOURCE[™]

Executive Coaching Excellence

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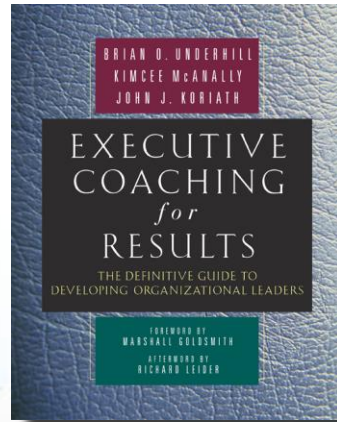
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Who is Here Today?

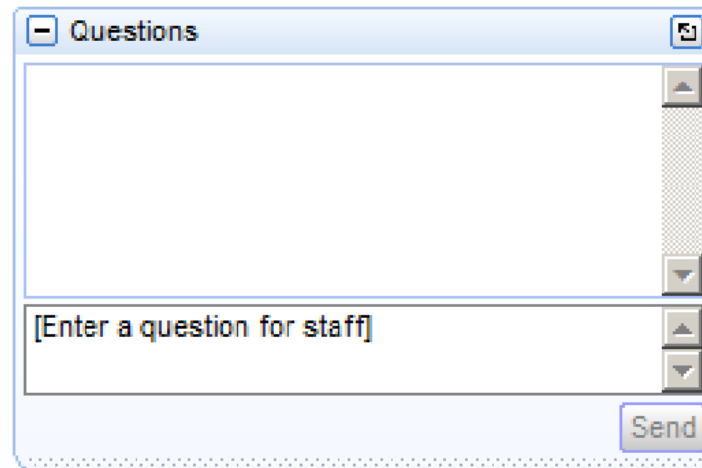
- Executive Coach
- Other Type of Coach
- Corporate Coaching Manager



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• Why Do We Need To Measure Coaching? •



A screenshot of a software dialog box titled "Questions". The dialog box has a title bar with a minus sign, the text "Questions", and a close button. Below the title bar is a large empty text area. At the bottom of the dialog box, there is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of this input field are two small up and down arrow buttons. At the bottom right corner of the dialog box is a "Send" button.

INDUSTRY RESEARCH HISTORY

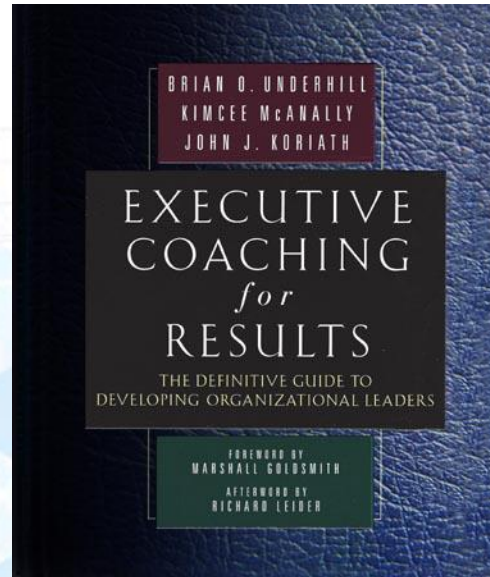
Executive
Development Assoc.

2012
Research

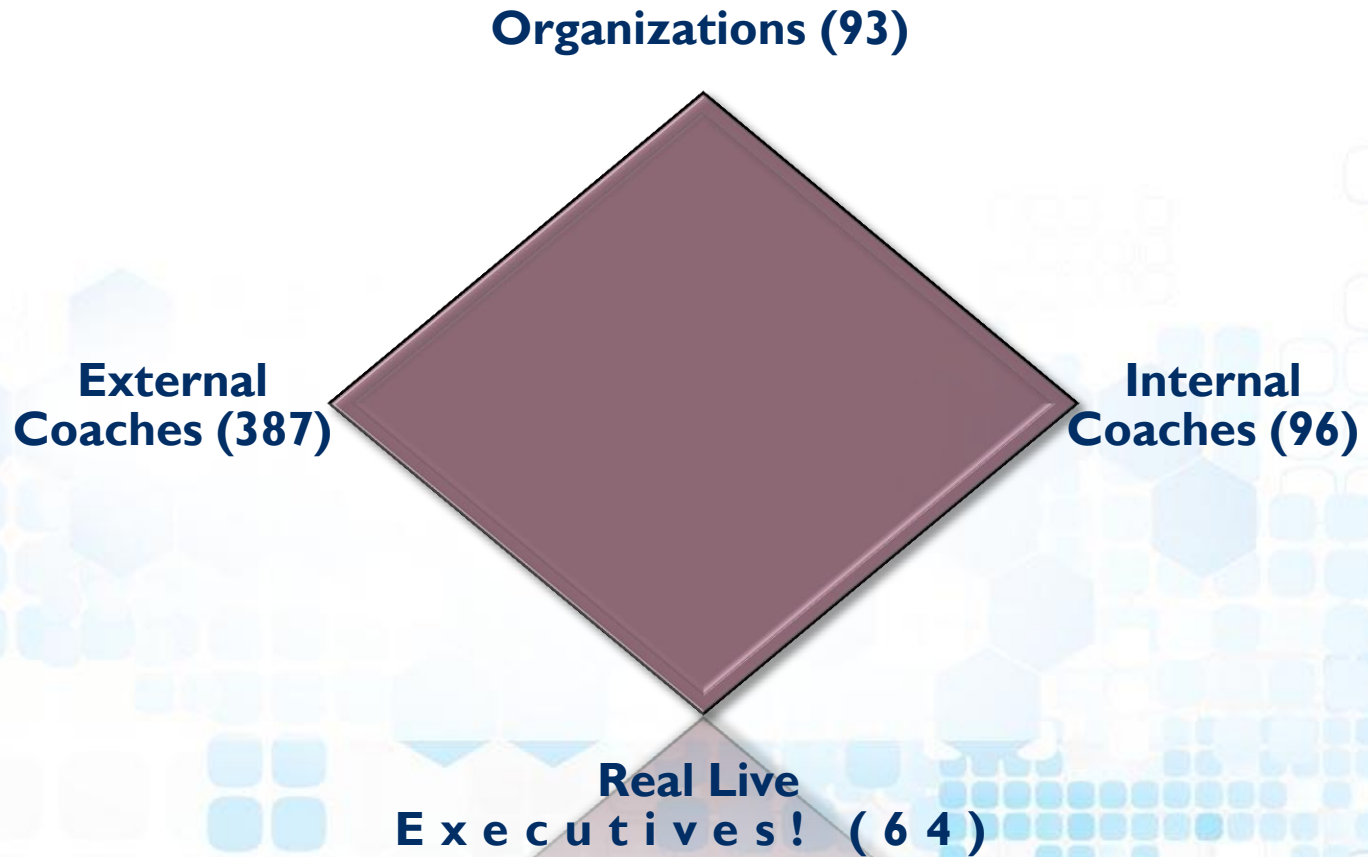
2005
Research

Berrett-
Kohler

Book Ideas



A “4D” Perspective



Poll: How do organizations typically measure the impact of executive coaching?

- Self Report of Leader Being Coached
- Assessment of the Boss
- Follow up 360
- None

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Poll: How do you typically measure the impact of executive coaching?

Method	Leader	Organization	Internal	External
Self-report of progress				
Follow up comprehensive 360				
Mini-survey to check progress				
Assessment by manager				
Promotion				
Business impact				
No measurement				

Poll: How do you typically measure the impact of executive coaching?

Method	Leader	Organization	Internal	External
Self-report of progress		60%		
Follow up comprehensive 360		24%		
Mini-survey to check progress		29%		
Assessment by manager		48%		
Promotion		25%		
Business impact		34%		
No measurement		16%		

Poll: How do you typically measure the impact of executive coaching?

Method	Leader	Organization	Internal	External
Self-report of progress	69%	60%	55%	79%
Follow up comprehensive 360	12%	24%	18%	44%
Mini-survey to check progress	6%	29%	33%	54%
Assessment by manager	27%	48%	36%	54%
Promotion	14%	25%	24%	37%
Business impact	31%	34%	38%	56%
No measurement	14%	16%	22%	5%

Poll: How do you typically measure the impact of executive coaching?

Method	Leader	Organization	Internal	External
Self-report of progress	69%	60%	55%	79%
Follow up comprehensive 360	12%	24%	18%	44%
Mini-survey to check progress	6%	29%	33%	54%
Assessment by manager	27%	48%	36%	54%
Promotion	14%	25%	24%	37%
Business impact	31%	34%	38%	56%
No measurement	14%	16%	22%	5%

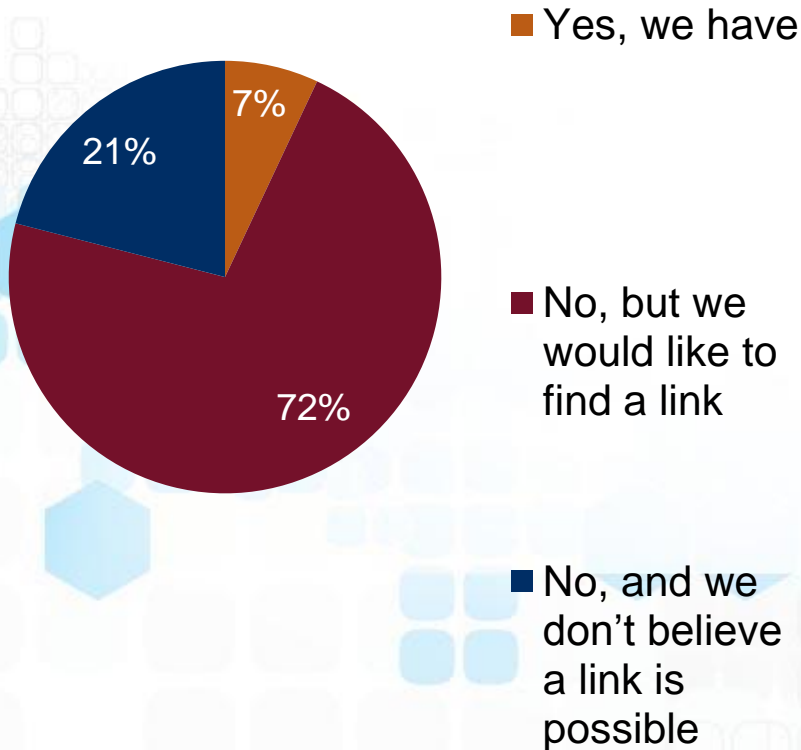
5 Levels of Measurement

Level	Measurement Focus
1 Reaction	
2 Learning	
3 Implementation	
4 Business Impact	
5 Return on Investment	

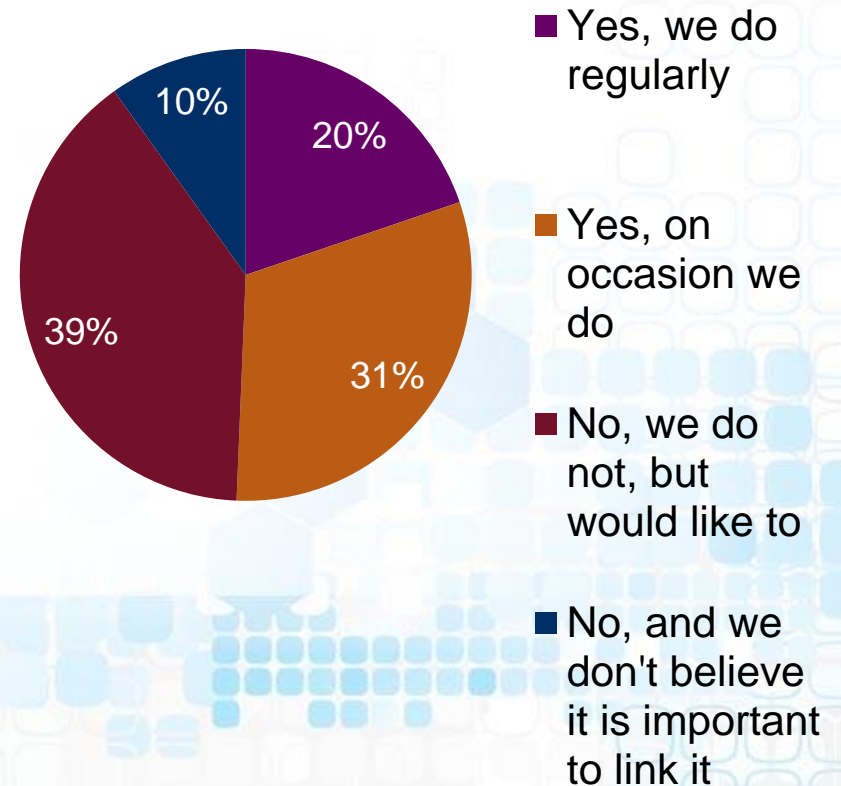
- *Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI (Phillips, Phillips, Edwards)*
- *Evaluating Training Programs: The Four Levels (3rd Edition) (Kirkpatrick & Kirkpatrick)*

Does your organization typically link executive coaching work to business results?

2005



2012



- 51% of organizations indicate they regularly (20%) or occasionally (31%) link coaching to business results

"Coaching objectives are related to business results, and potential coaching clients are chosen on the basis of ability to generate business results."

"This varies...If a connection can be drawn between development needs addressed by a specific performance measurement, we will discuss early in the process."

- 39% of organizations do not measure impact of coaching on business results but would like to find a link
- 10% say they don't believe it's important to link coaching to business results

ROI: Try It!

$$\text{ROI} = \frac{\text{Benefits} - \text{Cost}}{\text{Cost}} \times 100$$

$$\text{ROI} = \frac{\$750,000 - \$425,000}{\$425,000} \times 100 = 76\%$$

What do we see ahead?

Continued Growth

**Managed Coaching/Coach
Management Software**

Increase in Internal Coaching

Certification Questions



Thank You!

Download a free chapter:
www.executivecoaching4results.com

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