

## **COACHING – the stats to demonstrate the benefits of such an investment in your people**

According to an ICF Client Survey 98.5% of coaching clients said their investment in a coach was well worth the money. Hard evidence always helps to show how this type of intervention is effective.

Further statistics emerging from the data gathered included:

- A higher level of self-awareness: 67.6%
- Smarter goal-setting: 62.4%
- A more balanced life: 60.5%
- Lower stress levels: 57.1%

(From International Coaching Federation's (ICF) Client Survey. © Copyright 1997-2000 - International Coach Federation. <http://www.coachfederation.com>)

### **Study of Fortune 1000 Companies regarding coaching:**

#### **Companies who took part in the research experienced improvements:**

- 53% of responses indicated an increase in productivity
- 39% of responses indicated an increase in customer service
- 32% of responses indicated an increase in retention of senior people
- 22% of responses indicated an increase in cost reductions

#### **Recipients of coaching reported improvements in:**

- 77% increase in improved working relationships with direct reports
- 71% increase in improved working relationships with the boss
- 67% increase in teamwork
- 52% increase in conflict reduction
- 37% increase in working relationships with clients

Public Personnel Management, Winter 1997 revealed study by International Personal Management Association where training alone was compared to coaching combined with training. The study showed that training alone increased productivity by 22.4% while training plus coaching increased productivity by a massive 88%.