



THE POWER OF COACHING: A COMPELLING TOOL FOR CHANGE



Coaching Offers a Powerful Return for Each Dollar Spent

In these challenging economic times when there are less corporate dollars to go around, it is imperative to invest only in those areas which offer the greatest value in terms of your people and productivity, as well as a strong return on investment (ROI) for each dollar spent. Coaching is a compelling tool for change that easily meets these criteria.

PROVING THE POWER OF COACHING

At IHHP, we know first-hand the powerful and positive effect coaching has had on our clients' ability to lead, and in their relationships—both personal and professional. And the effect can be almost immediate! One IHHP corporate client—a large healthcare organization—listed the following changes had been noted while their participants were halfway (or less) through their four-session coaching program:

- there was less fear of conflict
- people understood their motivations, and expressed emotions, better
- participants were more comfortable with dissenting opinions
- people were better able to see the point-of-view of others.

Here's another statistic from a study one of our clients did on the value of coaching. Attendees of our two-day Emotional Intelligence program were surveyed right after the course, and again three to four months later after six one-on-one coaching sessions. There were several behavioral indicators that improved, but this one was key:

"When faced with challenging situations, 29% of respondents reported that they used the EQ tools often or very often before the coaching program. After the coaching program, 79% said they use the tools often and very often when faced with challenging situations."

Imagine your workplace. Or your home. How much better would your relationships be if 79% of people around you applied EI techniques in challenging situations. Think of how much less anxiety, pressure and stress there would be. Think of how much more productive you and your team would be. And how much happier you and the people in your personal life would be.

"It has revolutionized the way I interact with both people at work and at home. No other course I have done ... has impacted me more in a positive way, both personally & professionally, than this course." – Aug/08

THAT'S THE POWER OF COACHING!

THE PERSONAL POWER OF COACHING

"Best course I have ever done. The ability to apply the learning and discuss issues with a coach really gave me the full value from the 2-day training. Without the coaching I think I would have taken on board less than half of the skills that I feel I have learnt from the course today. The coaching has really been the standout part of the course for me" – Sept/07

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"[My coach] focused on the objectives set every time...bringing me back to the previous discussion, making me accountable and making me drive the actions to be taken." --Jul/08

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"The coaching really helped me as I made a big transition in my life. Speaking with [my coach], working through some of my challenges and being able to put my current experiences into a more balanced perspective really aided me in communicating with the people in my life, both personally and professionally. This really came at the perfect and most needed time for me." – Dec/08

LEARN

ENCOURAGE

VALUE



THE POWER OF PAIRING COACHING WITH TRAINING



The quality of a training program is greatly limited if there is no accountability, which is why we pair coaching with our Leadership Training courses. One research study indicated that when training was combined with coaching, individual productivity increased by an astounding 88%, compared to training alone, which increased productivity only by 22%.¹ IHHP coaches offer the guidance and ‘ruthless accountability’ necessary to enable clients to better embed and internalize the new EI tools and strategies learned during training ... leading to measurable behavior change, lasting results and a whole new corporate culture. Now, that’s powerful!

“I encourage you to keep the coaching sessions wrapped up with the training as a package. The coaching sessions were incredibly valuable and such a differentiating factor for this training course versus others that I have done, that I think you want to continue to use that and not move to offering the coaching as an additional ‘option’ ... as other programs do.” – Jan/07

Are there statistics that support ROI?

One independent study on coaching indicated that coaching produced a 529% return on investment (ROI) as well as significant intangible benefits to the business.²

A recent study of 100 executives, mostly from Fortune 1000 companies, concludes that a company’s investment in providing coaching to its executives realized an average ROI of almost six times the cost of the coaching.³

Other research indicated that coaching currently takes place in over one third of organizations, which further supports the fact that many organizations understand, and place a high value on, the benefits offered by coaching.⁴

Imagine—for every \$1 a company pays out, it receives - or saves - about \$5 in return. Can you think of other training opportunities that offer this kind of return on investment?

ABOUT IHHP – WHAT WE DO

The Institute for Health and Human Potential is a research and learning organization that uses Emotional Intelligence to leverage performance and leadership. We do this based on a blended learning approach which includes keynotes, selection and development tools, training programs, coaching and e-learning to create lasting behavior change. Our expertise is sought by Fortune 500 companies, the world’s top business schools, professional athletes and Olympic medalists.

Businesses around the world look to IHHP and our programs on Emotional Intelligence to help them with a wide variety of issues: providing greater leadership and management skills, improving teamwork and individual relationships, retaining key employees and fostering an environment of greater motivation and inspiration. Our customers also find our emotional intelligence programs bring them greater fulfillment and a stronger sense of purpose and meaning to their lives.

¹uwk coaching <http://www.uwklanguages.co.uk/coaching.htm>

² The Coach Connection <http://www.findyourcoach.com/roi-study.htm>

³ CoachThee.com <http://home.att.net/~coachthee/Archives/ROIexecutivecoaching.html>

⁴ Performance Mastery <http://www.performancemastery.com/roiforcoaching.htm>