

Observations Regarding the Value of Business Coaching

(Statistics kindly shared by Louise Mowbray, Mowbray by Design, London)

- Ten years ago, most companies engaged a coach to help fix toxic behavior at the top. Today, most coaching is about developing the capabilities of high-potential performers. The top three reasons for engaging a coach are:
 - Develop high potentials or facilitate transition - 48%
 - Act as a sounding board - 26%
 - Address derailing behaviour - 12%*Harvard Business Review*
- A conservative estimate of the monetary payoff from coaching is that managers describe an average return of more than six times the cost of coaching.
Fortune Magazine
- Companies that offer training alone experience 22.4% increase in productivity, but when combined with coaching that figure rises to 88%.
Gerald Olivero, Denise Bane & Richard Kopelman, Public Personnel Management
- Companies who combine coaching with training increase employee productivity over 80%.
Bureau of Justice statistics, June 2001
- A study in 2001 demonstrated a 7-fold return on investment from coaching.
Manchester, Inc.
- Continuous investments in training and coaching resulted in over 50% higher net sales per employee, almost 40% higher gross profit per employee and 20% higher ratio in market-to-book value.
American Society of Training and Development
- For years, CEOs of some of the most successful and largest companies have relied on executive coaches. Henry McKinnell, CEO of Pfizer, Meg Whitman, CEO of eBay, and David Pottruck, CEO of Charles Schwab & Co are just a few who rely on a trusted adviser.
The Business Journal
- The Business demand for coaching is nearly doubling each year. Out of the \$80 billion being currently spent on corporate education, FLI Research estimates that \$2 billion is spent on executive coaching at senior executive levels in Fortune 500 companies.
Business Wire
- In one 2004 study, executive coaching at Booz Allen Hamilton, the business consultants firm, returned \$7.90 for every \$1 the firm spent on coaching.
MetrixGlobal
- Employers are shocked at how high their ROI numbers are for coaching. He recalls a large employer in the hospitality industry saved between \$30 million and \$60 million by coaching its top 200 executives.
Alastair Robertson, Manager of Worldwide Leadership Development, Accenture

- Employees at Nortel Networks estimate that coaching earned the company a 529 percent return on investment and significant intangible benefits to the business, according to calculations prepared by Merrill C. Anderson, a professor of clinical education at Drake University.
Psychology Today
- Recent studies show business coaching and executive coaching to be the most effective means for achieving sustainable growth, change and development in the individual, group and organization.
HR Monthly
- Workers at all levels of the corporate ladder are enlisting coaches for guidance on how to improve their performance, boost their profits, and make better decisions about everything from personnel to strategy.
TIME Business News
- Corporations believe that coaching helps keep employees and that the investment in it is far less than the cost of replacing an employee.
David A. Thomas Fitzhugh, Professor of Business Administration, Harvard Business School
- The Manchester survey of 140 companies shows nine in 10 executives believe coaching to be worth their time and money. The average return was more than \$5 for each \$1 spent.
The Denver Post
- Many companies offer coaching as a prerequisite to proven managers, in the understanding that everyone can benefit from a detached observer.
Harvard Business Review