

Executive Coaching Statistics

Key staff can benefit from coaching in much the same way as athletes do. The role of coach is to help the client maximize performance by managing their time effectively, clarifying goals, developing action plans, acquiring new skills and eliminating obstacles that stand in their way of succeeding.

A recent study of 100 executives, who received executive coaching showed a 5.7 times return on initial investment.

Companies that provided coaching to executives benefit from improvements in:

- Productivity (reported by 53% of executives)
- Quality (48%)
- Organizational strength (48%)
- Customer service (39%)
- Reducing customer complaints (34%)
- Retaining executives who received coaching (32%)
- Cost reductions (23%)
- Bottom-line profitability (22%)

Executives who received coaching benefit from improved:

- Working relationships with direct reports (reported by 77% of executives)
- Working relationships with immediate supervisors (71%)
- Teamwork (67%)
- Working relationships with peers (63%)
- Job satisfaction (61%)
- Conflict reduction (52%)
- Organizational commitment (44%)
- Working relationships with clients (37%)

* Statistics provided by [Manchester USA. Inc.](#)

Survey Reveals Emerging Profession of Coaching Having Measurable Impact on Clients

Respondents Consider it a Worthwhile Investment

ANGEL FIRE, NM, SEPT. 15- Results of the first-ever comprehensive survey of clients of personal and business coaches underscored the value, impact and endurance this emerging profession is enjoying, still in its infancy. Coaches, the new breed of consultant/personal advisor that clients are hiring to help them succeed at their goals, have established fiercely loyal clientele and are, apparently, here to stay.

In 1998, The International Coach Federation polled 210 coaching clients for demographic data and opinions as part of its research effort into the legal, regulatory, and credentialing issues that it has confronted during its rapid growth. All respondents had a formal relationship with an ICF coach, regularly meeting for strategy sessions for an average of nine months.

The highlights of the survey findings include:

* 70% of respondents said their investment in a coach was "very valuable"; 28.5% said their investment was "valuable".

* 94% of respondents believe coaching is here to stay and become a recognized profession.

* Half of the respondents confide in their coach as much as their best friend, spouse or therapist; 12% say they confide in their coach more than anyone else.

* 84.8% of respondents said the main role of their coach is to be a sounding board - to listen to them and give honest feedback.

* 78.1% called the coach a motivator, 56.7% a friend, 50.5% a mentor, and 46.7% a business consultant and 41% a teacher.

* 80.5% of respondents say they turn to their coach for help on time management, 74.3% for career guidance, 73.8% for business advice, 58.6% on relationships/family issues, 51.9% on physical/wellness issues, 45.2% on personal issues, 39.5% on goal-setting, 38.1% on financial guidance and 11% on creativity.

* The outcomes that clients most often attribute to their coaching are a higher level of self-awareness (67.6%), smarter goal-setting (62.4%), a more balanced life (60.5%), lower stress levels (57.1%), self-discovery (52.9%), more self-confidence (52.4%), improvement in quality of life (43.3%), enhanced communication skills (39.5%), project completion (35.7%), health or fitness improvement (33.8%), better relationship with boss or co-workers (33.3%), better family relationships (33.3%), increased energy (31.9%), more fun (31.9%), more income (25.7%), stopped a bad habit (25.7%), change in career (24.3%), more free time (22.9%), etc.

* 197 out of 210 respondents are employed professionals.

* 82% of coaching clients have undergraduate degrees; over a third hold Master's degrees or higher.

Coaching seems to be the latest evolution in the self-improvement industry, but far more pervasive, as it reaches into corporations and organizations, not just the lives of individuals. Coaching works because the coach helps his or her clients set and reach higher and more appropriate goals, asks more of them than they would have done on their own and focuses them to produce results more quickly. Coaching uses a process of inquiry and personal discovery to build the client's level of awareness and responsibility, and provides the client with structure, support and feedback. Coaching is a form of consulting, but the coach stays with the client to help implement the new skills, changes and goals to make sure they really happen. However, coaches do not try to "fix" a client - it is entirely up to the client to take the action in order to change their life.

This poll was conducted by consultant Amy Watson, Principal, PROfution Public Relations, with survey design assistance by Jackie Rieves Watson, Ph.D., professor of management and statistics, Amber University.