

What's the ROI of Coaching?

Think of coaching as a capital investment.
The return? A permanent increase in your capacity to lead.
To lead yourself, to lead teams, and lead an organization.

Surveys and ROI studies show this works; that coaching impacts on the financial performance of an organization and delivers value for money. Some studies are excerpted, below:

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| 1. PWC | 100% or higher ROI |
| 2. Lore Research | 500% or higher ROI |
| 3. Right Management | 600% ROI |
| 4. Metrix Global | 788% ROI |
| 5. Manchester Group | 570% ROI |

1. First Global Survey of Coaching Clients Reveals High ROI and Satisfaction from the: *Final Report of ICF Global Coaching Client Study*

The ICF (International Coach Federation) commissioned in 2008 independent research firms **PricewaterhouseCoopers** and **Association Resource Centre Inc.** to jointly conduct this groundbreaking study which provides comprehensive information about coaching clients, their decision making process and their opinions about professional coaching. “This study shows 86 percent of companies that use or have used coaching report at least a 100 percent return on their initial investment, as well as a significant impact in other client goal areas.”

“Whether contemplating using coaching as a business strategy for these precarious times, or looking to achieve personally relevant goals, people will find great value in the results of the ICF Global Coaching Client Study,” says Karen Tweedie, PCC1, 2009 president of the ICF, the world’s leading professional organization for coaches.

An overwhelming majority, 82.7 percent, of individuals who have experienced professional coaching report being “very satisfied” with their coaching experience and 96.2 percent said they would repeat it given the same circumstances.

“The bottom line is coaching works!” says Tweedie. “The ICF has promoted the incredible benefits of coaching for nearly 15 years, but now we have this important data to support our claims which is based on independent, comprehensive qualitative and quantitative research.”

2. Excerpted from *The Lore Research Report*, 2002

“Executive coaching is one of the most accessible and time-efficient ways to learn. This is especially important for busy executives who generally have less time for learning....The trend in executive coaching is to hire external coaches because they are less biased, more available, and focused on the right issues. Coaching can provide enormous benefits in both problem resolution and personal development. Improved functioning of executives creates benefits for them and for their entire organization, including bottom-line business results....Several different measures have been applied to the impact evaluation and the results are universally positive.

A study of successful coaching engagements announced a conservative ROI of 1000 percent. Another study of 358 organizations claimed an ROI of nearly 600 percent.

A recent study calculated an ROI in excess of 500 percent.
... Even the most stringent bottom-line indicator—ROI—shows exceptional returns.”

3. A 2001 landmark study commissioned by **Right Management Consultants** of Philadelphia found an ROI of nearly 600% on dollars spent on executive coaching. The executives coached reported increased productivity, quality, organizational strength and customer service.
– Matt Bolch, Proactive Coaching, Training. 2001, 38(5), 58-64

4. A Fortune 500 firm and Pyramid Resource Group, a coaching services company, engaged **Metrix Global, LLC**, to identify the business benefits and ROI of an executive coaching program.

Coaching produced a 529% ROI and significant intangible benefits to the business, including the financial benefits from employee retention, boosting the overall ROI to 788%.
– Executive Briefing: Case Study on the Return on Investment of Executive Coaching. MetrixGlobal, LLC. Merrill C. Anderson, PhD, November 2, 2001.

5. In a study conducted by The Manchester Group, leaders who were coached up to one year experienced:

- 67% improvement in teamwork
- 71% improvement in working relationships with immediate supervisors
- 77% improvement in working relationships with direct reports.
- The ROI on the initial coaching investment was quantified at 5.7x their initial investment.

– Maximizing the Impact of Executive Coaching The Return on Investment of Executive Coaching, Behavioral Change, Organizational Outcomes and Return on Investment, The Manchester Review, 2001

“My coach is my external thinking partner with no vested interest, who’s in my corner and who understands my context. I can be completely open with Marilyn and know that it’s going to be confidential and productive.”

~Christopher Wood, CPA CA, Partner, PricewaterhouseCoopers

**If you would like to schedule an introductory call,
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