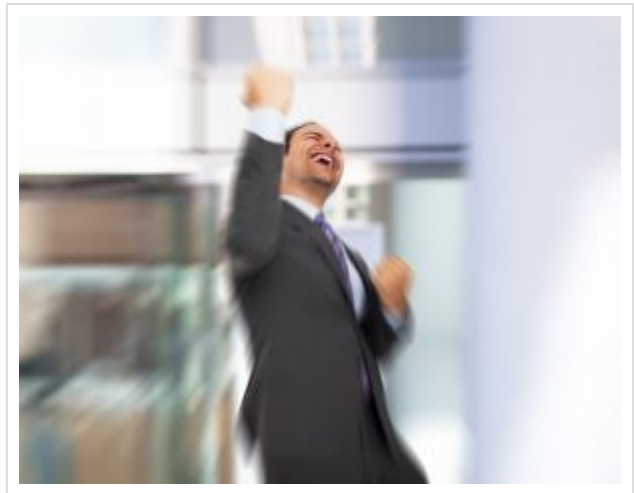


Benefits of Coaching, research and reality

Posted on [22 October, 2018](#) by [Lis Merrick](#) — updated [25 November, 2019](#)

So why bother to introduce coaching in your organisation? What benefits are your employees going to get out of it? Can people really support each other in their learning and development through having a simple developmental dialogue?

Read on for the latest research and to learn more about the benefits of coaching. Get the answers to these frequently asked questions about using coaching in the workplace.



Latest Research from City & Guilds Group November 2018

This research demonstrates the value of coaching to the future of the UK workforce. 79% of UK professionals say they consider coaching useful for adopting new technologies and ways of working. The research reveals that coaching is integral to productivity and performance. 84% of workers saying that coaching should be part of every business's management and development programme.

City & Guilds Group surveyed over 1,000 UK professionals on their thoughts and experiences of coaching in the workplace¹. The research demonstrates the benefits of coaching for companies as they adapt to the future world of work, highlighting the potential risks faced by employers that don't harness this powerful tool for change.

According to the study, 76% of employees believe coaching is helpful when going through periods of organisational change. 79% say it's useful for adopting new technologies and ways of working. In addition, as businesses begin to see staff from five generations working side-by-side, two thirds (64%) of those surveyed say that coaching has already become important in facilitating intergenerational working.

Coaching plays a critical part in boosting productivity as people move between roles or embrace portfolio careers, both growing trends in today's workplace. Changing role often means facing new challenges, and amongst the respondents that had changed role in their company, over a quarter (27%) report taking four months or more to work to the best of their ability afterwards,

with 10% taking seven months or longer. Demonstrating the impact of coaching on performance, the research found that people who didn't receive coaching at this critical moment are over eight times more likely to say that they still don't feel able to work to the best of their ability, compared to those that did receive coaching.

The Business Benefits from Executive Coaching

In addition, it is increasingly recognised that there are significant benefits of executive coaching. Both individuals and groups **perform better with coaching** and that this performance translates into these business results:

- Coaching for leadership increases productivity, improves communications, increases staff commitment and loyalty, and **decreases levels of stress and tension** within companies.
- Coaching benefits individuals to remain loyal and committed to the new company in the face of demanding global business hours, language barriers, differing work ethics and economic fluctuations.
- Coaching can help prevent executive derailment. Some studies suggest this can be as high as 33 percent for senior executives.
- Coaching helps managers to develop better interpersonal skills. Some common reasons for interpersonal conflict include executives that are too abrasive, too controlling and too isolated. Consequently coaches work with individuals to explore these behaviours, and to **recognise and modify their self-defeating beliefs**, assumptions and actions.
- Coaching helps leaders to think and plan more strategically, to manage risk more effectively and to create and communicate vision and mission.
- Coaching aids in developing a culture of trust and personal responsibility within the organisation and with clients and customers.
- Coaching enables executives or managers to use their personal power more effectively.
- Coaching can **develop those leadership qualities** that have been empirically proven to be associated with success. These certainly include cognitive capacity, social capacities, personality style, motivation, knowledge and expertise.

Research into the Benefits of Coaching

Manchester Consulting Inc. has conducted what is believed to be the first major research project to quantify the business impact of executive coaching². In a study of 100 executives who had undergone coaching, **return on investment (ROI) was 5.7 times the initial investment outlay**. Likewise, other less tangible business impacts of coaching included:

- Improved teamwork
- Improve relationships with peers
- Improved job satisfaction
- Reduced conflict.

A study by Gegner explored the outcomes of the coaching progress from an interpersonal and intrapersonal perspective. As a result of coaching, executives reported that they had become more aware of self and others and that they assumed more responsibility for their actions. Furthermore, they all reported **positive changes in performance**.