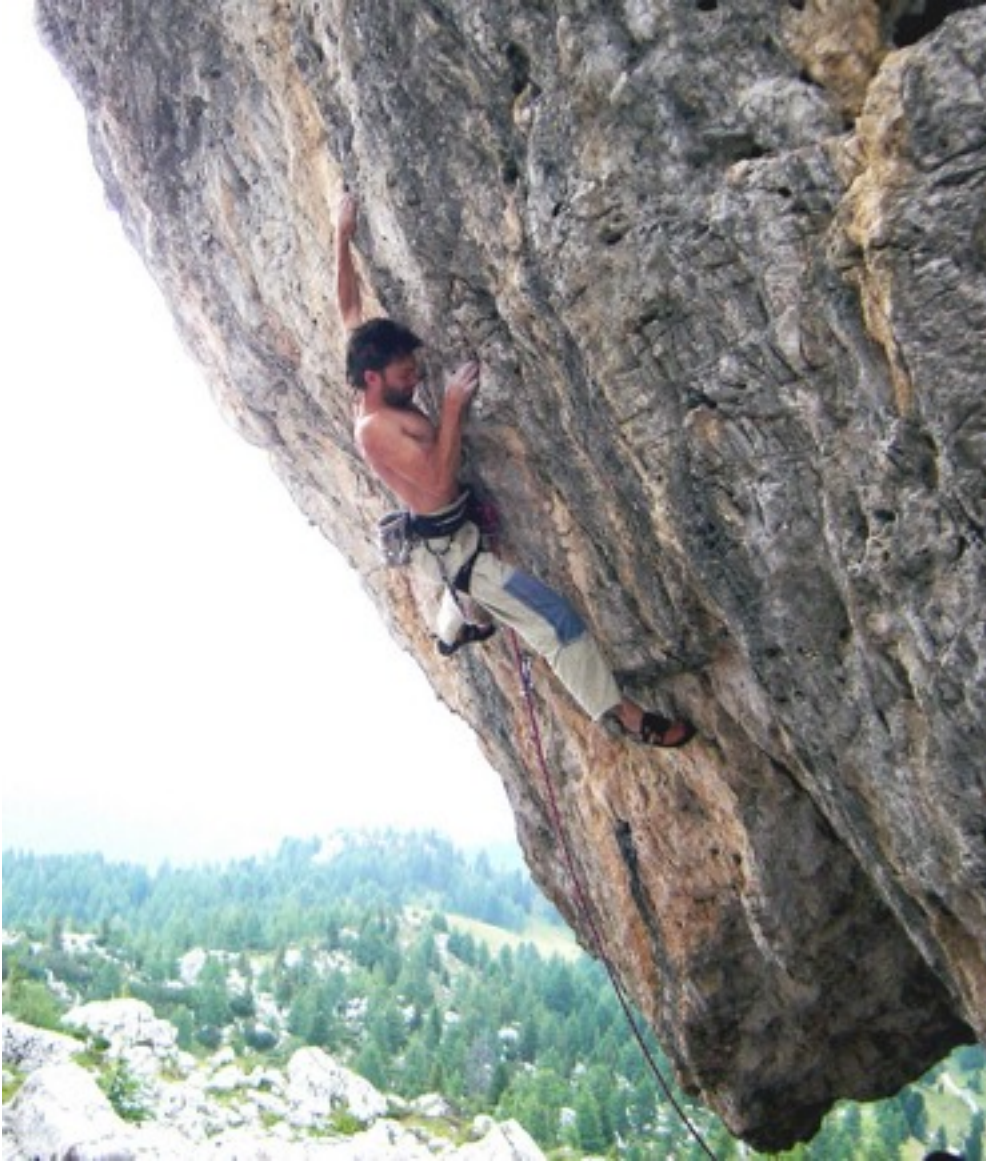


The Business Case for Coaching

Dr Alison Carter

Structure of this session

- Collecting and presenting the data for a business case:
Organisational examples
- Some evidence from the research literature
- Impact of coaching: Hitesh and Lesley share their individual stories

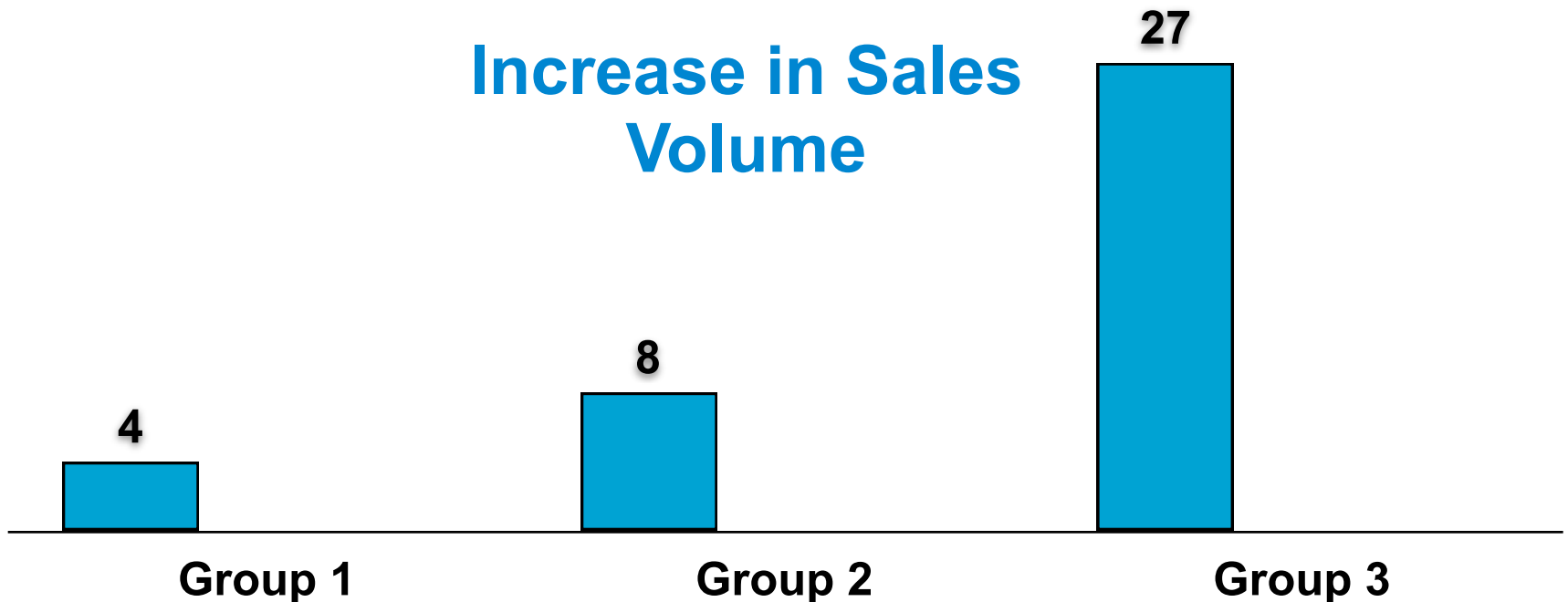


The Mountain of ROI

Making a compelling case

- Utilise sound credible data
- Be clear about where and how coaching does/will work
- Use examples relevant to your context
- Identify what results can be expected from the investment in coaching
- Do not underestimate the power of a good ‘story’

Example 1: focus on what your audience cares about



Example 2 “before”: presenting your evidence visually



Source: Institute for Employment Studies, 2009

Example 3: using evaluation data

- 50% of clients reported positive outcomes which have:
 - financial benefit to the NHS, or
 - quantifiable benefits to patients
- Actual £110,000 benefit to one organisation through cost savings being achieved early (98% cost for region)
- Expected continuation of service to supply home oxygen to patients in one region
- Best-estimate return of 5.6 times investment

Does coaching work?

- Grant (2009)
 - enhanced goal attainment, resilience and well-being at work
 - reduced stress and depression
- Ladegard (unpublished)
 - directly and indirectly reduces strain by enabling the individual to alter the stressors causing the strain
 - improvement in perceived demands of the job
- IES study 2010-12 of 100 clients in 15 organisations
 - more aware of motivations, improved personal effectiveness, more effective on specific projects, greater confidence in role
 - increased job satisfaction, engagement & well-being at work and sustained over time

Useful resources

Podcast on effective coaching via IES or Harvard websites

www.employment-studies.co.uk/audio/icrf2_small.mp3

Carter (2006) Practical Methods for Evaluating Coaching, IES

Jarvis et al. (2006) The Case for Coaching, CIPD

Passmore (2010) Excellence in Coaching, 2nd Edition, Kogan Page

Coming soon...

Passmore et al. (2012) International Handbook of the Psychology of Coaching, Mentoring and Career Development, Wiley

Thank you...

The Impact of Coaching: Personal experience

Lesley Munro, Area Director
Southern Health NHS Foundation Trust

Coaching Conversations- A Life Changing Skill

Dr Hitesh Kothari

Coaching Conversations

General Practitioner

Specialist Forensic Medical Examiner

Commissioner for Diabetes for Liverpool

On Diabetes Retinopathy Board

Coaching Conversations



Course Attended in 2011 (Northwest
Leadership Academy)

Coaching Conversations- Five Day
residential course.

PB Coaching- Geoff Pelham and
Pauline Clare Lead Tutors

Coaching Conversations

Intense Five Day Modular Course

Twelve General Practitioners from all over England.

Lots of Theory and even more practice in coaching, in groups of three

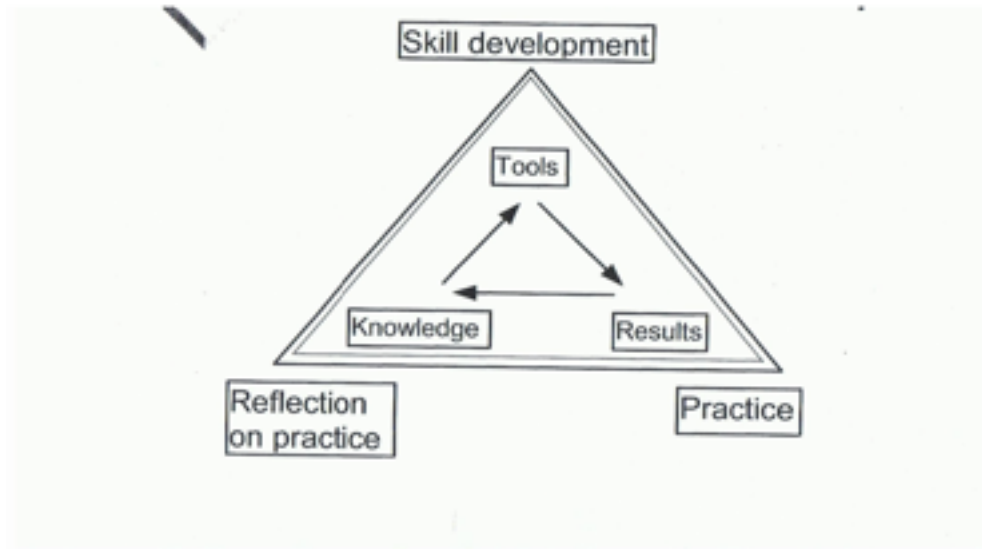
Lots and lots of reflection.

I began my Journey of Self Awareness

I began to learn to manage my emotions.

Started to learn to LISTEN more

Coaching Conversations



Coaching Conversations – Impact on my Work

As a General Practitioner:

Lots of opportunity to practice – Patients with Chronic Diseases, patients in crises,...

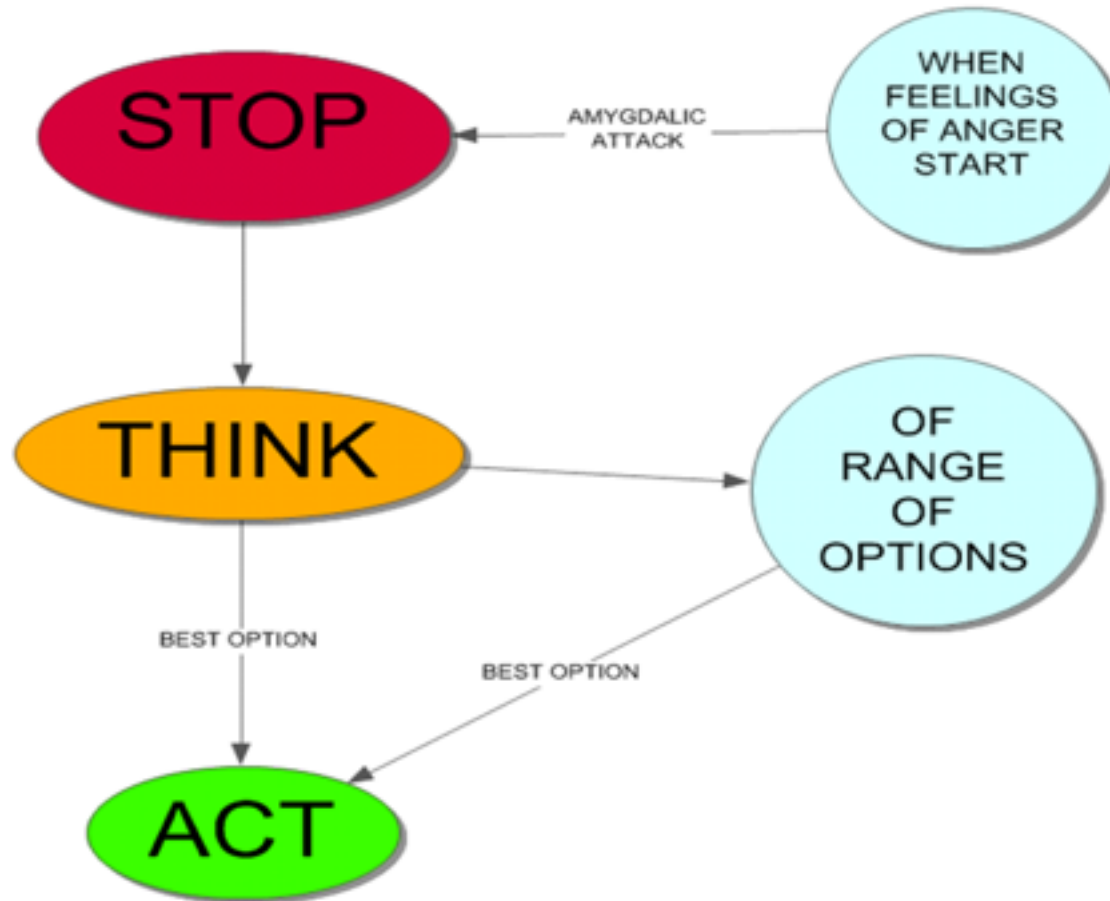
Every Tuesday afternoons, I have a clinic with 30 minute appointments, Patients with complex problems, Alcohol dependency and drug dependency issues.

Also offer coaching on Tuesdays 45 minute appointments
Motivational Interviewing.

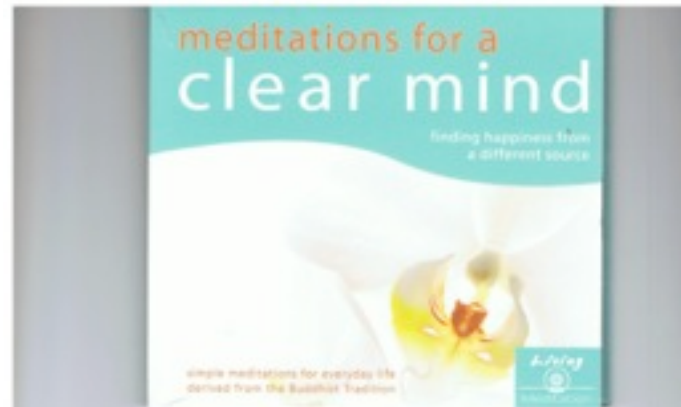
Coaching Conversations

In this complex ever changing world, leadership has very little to do with being the smartest person in the room.

Coaching Conversations



Coaching Conversations



Mindfulness Meditation
Moment to Moment awareness cultivated by paying attention (Jon Kabat-Zinn)
Mindfulness Based Stress Reduction and Mindful Leadership.
Dulzin Kadampa Centre, Liverpool
Buddhist Meditation Centre

Coaching Conversations

This is a journey into self awareness and Self Understanding.

I learn more about myself everyday

I have never been as relaxed as I am now.

I am still learning and will continue to do so.

Coaching Conversations

I would like to thank Northwest Leadership Academy for offering me opportunities that have been truly life changing.

I would also like to thank Geoff Pelham and Pauline Clare of PB Coaching who have been inspirational and have set me on the path of self realization.