



The Organisational Benefits Of Coaching

“Based on the results from the 2004 CIPD training and development survey...Two-thirds of respondents to the survey reported that they felt their activities had been ‘effective’ (61%) or ‘very effective’ (6%) in meeting objectives...99% also felt that ‘coaching can deliver tangible benefits both to individuals and organizations’. Furthermore, 92% also agreed that ‘when coaching is managed effectively it can have a positive impact on an organisation’s bottom line.’”

**Chartered Institute of Personnel and Development:
*Coaching and buying coaching services***

“...a recent study by the International Coach Federation found a wide range of benefits reported by individuals who take part in coaching. These included:

- Increased self-awareness 68%
- Better goal-setting 62%
- Lower stress levels 57%
- Increased confidence 52%
- Enhanced communication skills 40%
- Increased project completion 36%
- Better relationship with co-workers 33%”

**The CIPD 2003 Research Report:
*Understanding the People and Performance Link: Unlocking the black box***

“Coaching is used by a majority of UK organisations - 63%, according to the CIPD’s 2007 learning and development survey – and has become a widely used and valuable learning and development tool.

Coaching is generally recognised as an incredibly useful intervention. It’s a very tailored and personalised intervention and seems to be valued highly for those qualities by coachees, line managers and learning and development professionals alike.

Everyone we talked to during the research recognised coaching as an important part of the learning and development portfolio for their organisation.”

**Chartered Institute of Personnel and Development research report:
*Coaching in business***

“The findings in this survey are unequivocal. Managers value coaching and are not getting enough of it. Managers recognise that what is good for them is good for everyone.

Coaching is a very cost-effective way of improving staff performance and the results of this research clearly shows that people value this type of support. This research confirms the benefits of making coaching as widely available as possible.”

**Chartered Management Institute:
*The Coaching At Work Survey (2002)***