

Coaching Fact Sheet

Coaching works because the coach helps his or her clients set and reach higher and more appropriate goals, ask 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 clients 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 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.

The Benefits of Coaching

In a 1998 poll of 200 coaching clients conducted by the ICF (International Coach Federation), the leading organization on coaching credentials, ethics, and policies, researchers found that:

- 70% of respondents said their investment in a coach was “very valuable”
- 28.5% said their investment “valueable”
- 84.8% of respondents said the main role of their coach is to be a sounding board-to listen and then give them honest feedback
- Half of the repondsents confide in their coach as much as their best friend, spouse, or therapist
- 12% say they confide in their coach more than anyone else
- 78.1% called the coach a motivator; 56.7% a friend; 50.0% a motivator; 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.**

Outcomes of Coaching

This one particulare poll conducted by the ICF resulted the following client outcomes:

- 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-worker (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%)

Return On Investment (ROI)

Studies have shown that the Return On Investment (ROI) that you can expect from being coached exceeds 500%. Which means you will receive five (5) times more out of being coached than you paid to be coached.

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 benefits 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 relationship 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.

Average Cost for Coaching Services

The average cost for coaching service is roughly \$187.00 per hour or more for individual coaching service(s). Corporate cost is roughly \$250.00 or more per hour dependant upon the extend of the coaching agreement. Consultant cost will vary dependant upon the project intensity and components.

Types of Coaching Services

Academic Coaching

Bereavement Coaching

Business Coaching

Career Coaching

Christian Life Coaching

College Entrance Coaching

Communication Coaching

Conflict Coaching

Co-Parenting Coaching

Couples Coaching

Creativity Coaching

Divine Purpose Coaching

Divorce Coaching

End of Life Coaching

Entrepreneur Coaching

Ethics Coaching

Executive Coaching

Family Coaching

Health and Wellness

Leadership Coaching

Life Coaching

Mens Empowerment Coaching

Military Transitional Coaching

Motivational Coaching

Organization Coaching

Parenting Coaching

Peer Coaching

Personal Development & Personal Finance Coaching

Relationship Coaching

Recovery Coaching

Retirement Coaching

Sales Coaching

Self-Esteem Coaching

Singles Coaching

Purpose Coaching

Spiritual Coaching

Stress Management Coaching

Success Coaching

Transitional Coaching

Weight Loss Coaching

Womens Empowerment Coaching