

The benefits of a coaching culture for your company

"A Coaching Culture exists in an organization when a coaching approach is a key aspect of how the leaders and staff engage and develop all their people and engage their stakeholders, in ways that create increased individual, team and organizational performance and shared value for all stakeholders."

– Peter Hawkins –

Benefits of a coaching culture on employees



80%

Of those who have received coaching report positive impacts in areas such as **work performance, communication skills, productivity, well-being, and business management strategies**



65%

Of employees in a strong coaching culture are **"highly engaged"**

According to 2016 International Coaching Federation research, 46% of organizations that reported having a strong coaching culture also said that their 2016 revenue growth was above that of their peers, compared with 39% of organizations without a strong coaching culture.

Through the ICF Global Coaching Client Study, we find :




80%

Improvement in self-confidence



73%

Improvement in relational effectiveness



72%

Improvement in communication skills

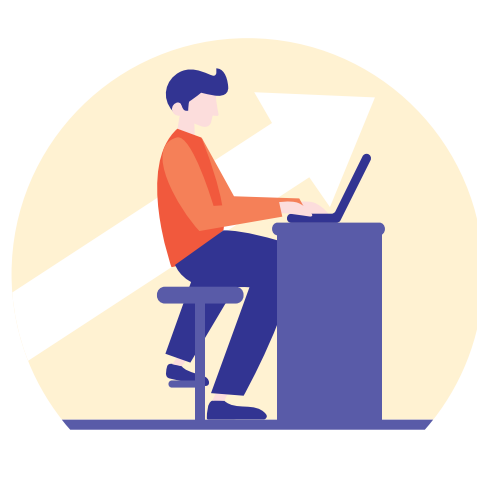


67%

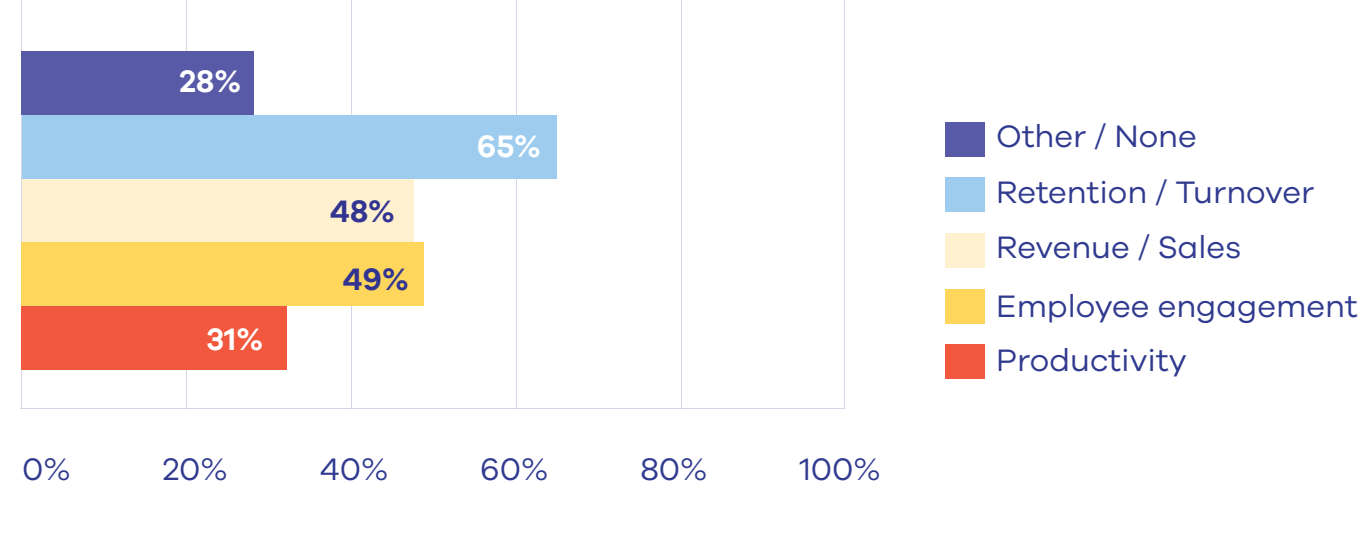
Improvement in the balance between work and personal life

Benefits of a coaching culture on business results

- Only 25% of organizations report their traditional training programs having a positive impact on performance.
- Over 70% of individuals who receive coaching report improved productivity and collaboration.
- Organizations that effectively prepare managers to coach are 130% more likely to realize stronger business results and 39% stronger employee results through engagement, productivity and customer service.
- 21% of organizations whose senior leaders "very frequently" make an effort to coach others achieve higher business results.



What business results does your organization link with coaching outcomes?

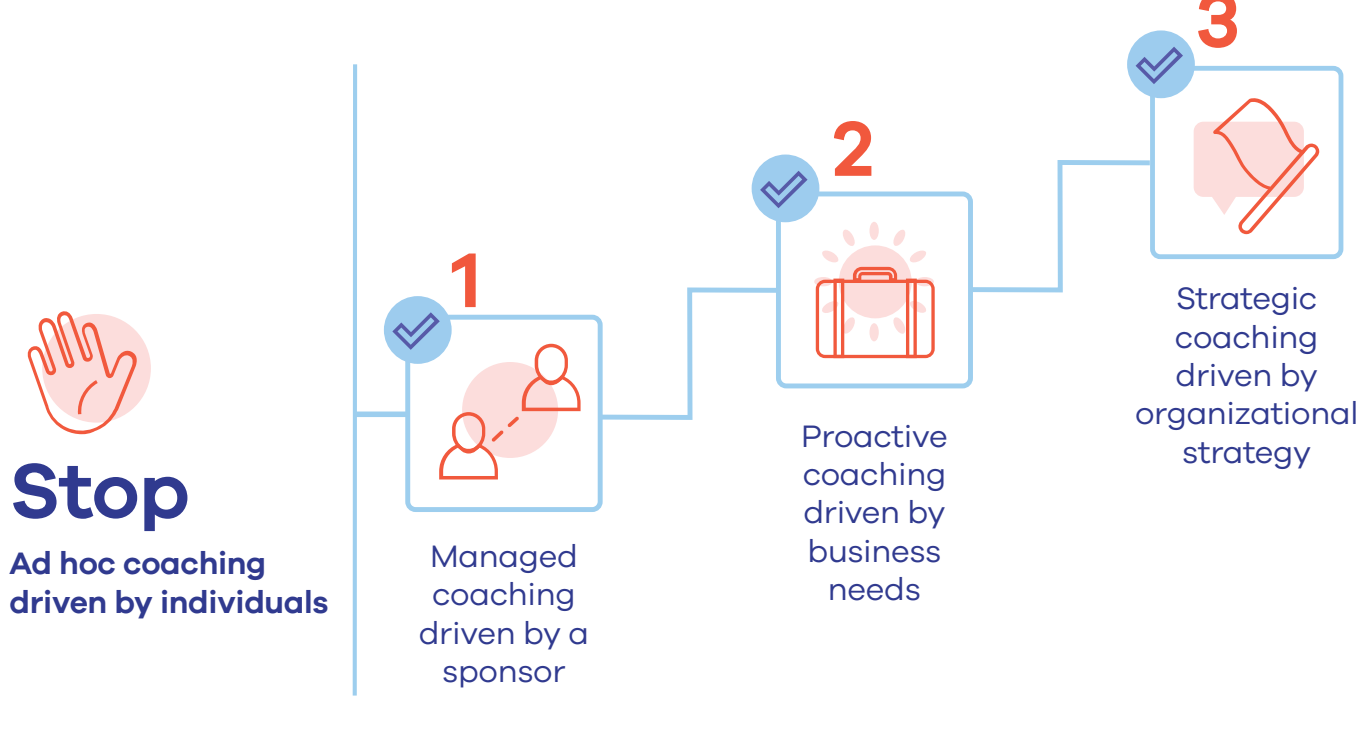




60%

of employees in organizations with strong coaching cultures were rated as highly engaged and report higher levels of revenue when compared to other organizations.

Successful coaching cultures make sure their approach to coaching is proactive and strategic



How do you do this?

The 3 pillars to consider to implement a coaching culture

"Developing a coaching culture by building these 3 foundational pillars ensures that the coaching delivers value to both the employee and the organization; digital coaching then measures its impact across levels."

Rosie Evans - Behavioral Scientist CoachHub



Want to learn more on how we can help you develop a coaching culture into your organization?

[Get in touch with us](#)

Sources

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- 2 Association for Talent Development (2017) [Why You Need A Coaching Culture](#)
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- 5 Susanne Knowles (2018) *Positive Psychology Coaching*, Australia: Xlibris
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- 7 Bersin & Associates (2012) [High-Impact Performance Management: Maximizing Performance Coaching](#)
- 8 Peterson, (2010). *Executive coaching: A critical review and recommendations for advancing the practice.*
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