
Every business deserves to have an extraordinary impact.

What is coaching, and how does it differ from other professions?

According to the International Coach Federation¹:

- **Coaches** partner with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a client-driven process. The coach's responsibility is to discover and clarify what the client wants to achieve, encourage client self-discovery, elicit client-generated solutions, and hold the client responsible and accountable. Coaching is predominantly about the present and future.
- **Therapists** often focus on resolving difficulties arising from the past that hamper an individual's emotional functioning in the present and improving overall psychological functioning.
- **Consultants** will diagnose problems, prescribe, and sometimes implement solutions.
- **Mentors** provide wisdom and guidance based on their own experience, and may include advising, counseling, and coaching.

What is the value of coaching to the business?

According to the Human Capital Institute, the investment in a strong coaching culture pays off. Industry research shows that organizations with strong coaching cultures report²:

- Higher employee engagement than those without strong coaching cultures.
- Recent revenue above their industry peer group.
- Improved team functioning and increased productivity as top outcomes.

What is the value of coaching to the individual?

According to an International Coach Federation client study, coachees reported the following improvements³:

- 70% of coachees reported improvement in work performance, 61% in business management, 57% in time management, and 51% in team effectiveness
- 80% of coachees experienced improvements in self confidence, 73% in relationships, 72% in communication skills, and 67% in work/life balance.

¹Source: Unlock Your Potential, a publication of the International Coach Federation

²Source: Building a Coaching Culture with Managers and Leaders, a study by the Human Capital Institute

³Source: Global Coaching Client Study, research completed by the International Coach Federation