Benefits of Coaching

(Source: Institute of Coaching)

To the Individual

The personal benefits of coaching are as wide-ranging as the individuals involved. Numerous clients report that coaching positively impacted their careers as well as their lives by helping them to:

- Establish and take action towards achieving goals
- Become more self-reliant
- Gain more job and life satisfaction
- Contribute more effectively to the team and the organisation
- Take greater responsibility and accountability for actions and commitments
- Work more easily and productively with others (boss, direct reports, peers)
- Communicate more effectively

To the Organisation

Coaching in organisation and leadership settings is also an invaluable tool for developing people across a wide range of needs. The benefits of coaching are many; 80% of people who receive coaching report increased self-confidence, and over 70% benefit from improved work performance, relationships, and more effective communication skills. 86% of companies report that they recouped their investment on coaching and more (source: ICF 2009).

Coaching provides an invaluable space for personal development. For example, managers are frequently presented with employees struggling with low confidence. The traditional approach would be to send them to an assertiveness course and hope this addresses the issue. In the short-term, the employee learns new strategies for communicating which may improve confidence. Unfortunately, in isolation these courses rarely produce a sustained increase in confidence. Although external behaviour may change; it needs to be supported by changes in their internal thought processes. This is often where coaching is most effective.

Managers should not underestimate the impact of coaching on their people as it frequently creates a fundamental shift in their approach to their work. For example, increased self-confidence enables employees to bring more of themselves into the workplace. This results in employees being more resilient and assertive.

- Empowers individuals and encourages them to take responsibility
- Increases employee and staff engagement
- Improves individual performance
- Helps identify and develop high potential employees
- Helps identify both organisational and individual strengths and development opportunities
- Helps to motivate and empower individuals to excel
- Demonstrates organisational commitment to human resource development.