

# Coaching Evaluation

Our Coaching Evaluation enables you to assess the impact your coaching interventions are having.

Following extensive piloting and varied project experience, we have developed an approach which allows an impact and effectiveness study to be carried out quickly but comprehensively.

Our method combines traditional ROI and expectation analysis techniques with a structured approach for examining and correlating anecdotal, perceived and hard data evidence of a coaching intervention or other 'people investment'.

Our approach can be applied to a single coaching programme, specific coaching methods and sourcing approaches or to evaluate the effect of an organisation's coaching strategy.

## *Our Approach:*

Through focused investigation, we seek to understand the perspectives of those who've received coaching or otherwise have a vested interest in the outcomes of a coaching initiative, allowing us to build up a compelling picture of what an initiative is delivering, looking at trends over a period of time as well as a snapshot.

In addition to using financial, performance and any other tangible data which may be available, our method aims to gather a wide range of anecdotal data, using a structured method to make sense of what might appear to be a wide mix of unrelated data (we use an adapted version of a popular consulting method for this purpose).

Our approach applies logical reasoning to show how different strands of evidence can be rationalised. In turn, this ensures that compelling conclusions and insights can be drawn from analysis.

'Returns' need not be financially-based. For example, many organisations don't just wish to assess impacts in pure 'profit and loss' terms. However, analysis does pin down the value chain

created by the coaching, and provides a clear rationale to answer the key lines of inquiry or objectives of a study.

Studies can usually be completed in less than 5 days (effort), including a knowledge transfer of the method and toolset used.

## *Outputs:*

Typical Coaching Evaluation outputs include:

- Key metrics, presented graphically
- Effectiveness appraisal, including SWOT analysis and recommendations
- Value and impact chain analysis, which may be linked to balanced scorecard or Performance Indicator data if relevant
- Investment return appraisal
- Detailed analysis, backed by Microsoft Excel data tables
- Comprehensive listing of anecdotes (real, representative impacts and experiences)
- Simple, self-explanatory graphical and narrative reporting for senior executives (including a brief Microsoft PowerPoint slide-set).

## *Contact us:*

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