MEASURE THE IMPACT OF COACHING

Coaching transforms leaders and organizations, but how do you measure its impact?

**Steps**

1. Work with coachee + manager to match coach, identify focus, and define outcomes.
2. Define success measures.
3. Share evaluations with coach + coachee.
4. Manager, coach, + coachee complete evaluations throughout.

**To Consider**

- Is the focus on future development or current performance?
- What does success look like? How can we measure and show it?
- It increases transparency and buy-in for the process when all parties know measures up front.
- Regular feedback throughout the process shows progress to goals and helps recalibrate if necessary.

**Success Measures to Consider:**

- Progress made between pre- and post-360-degree assessments
- Completion or progress toward individual development plans/action plans
- Annual goal achievement
- Leader/employee retention
- Leader/employee levels of engagement
- Rate of promotion or promotability

As effective as it can be, coaching isn’t a one-size-fits-all approach. Work with each leader and his or her manager to find the right coach, identify areas of focus, define what success looks like, and understand how to best measure it. We can help: Visit us at flashpointleadership.com/services/coaching

Sources: The Conference Board’s Global Executive Coaching Survey (2017) and 2016-17 Brandon Hall Group Training Benchmarking Survey.