

# Measuring The Organisational Impact of Coaching

At the start of the relationship I will discuss the following items with the coaching sponsor and client so that the business impact of our work may be shared with the senior management team, where this is required.

## **A: Describe specifically how coaching is aligned with the following:**

1. Organisational Vision and Values
2. Organisational Strategic Objectives and Targets
3. The HR & Learning & Development/Talent Management Strategies

Organisations with the above strategies that show where their talent will come from in the coming years are better able to determine which leaders should receive coaching, when and what the focus of that coaching will be.

## **B: What organisational/individual need does the coaching effort need to address?**

1. Which specific organisational/individual objectives will the coaching impact?
2. What do you want by the end of the coaching contract?
3. Is everyone who is significantly affected by the coaching aware of the projected impact?
4. Has the value of the coaching been clearly communicated to stakeholders and understood?
5. If not, what needs to be done and when by, to clarify the coaching effort's value?

[An example would be to provide coaching to a senior individual rather than performance managing them out of the business. How much would it cost to replace this person versus the cost of the coaching?]

## **C: Identify impact measurement categories, baseline measures and post-coaching targets for the coaching effort**

<b>Impact Measurement Categories</b>	<b>Pre-Coaching Baseline Measure</b>	<b>Post-Coaching Target</b>

## **D: Do the Impact targets have immediate financial value?**

## **E: Determine ROI for the coaching effort based on estimated Impact targets and coaching time**

## **F: Agree other/additional evaluation criteria (examples at Appendix 4) and communication/feedback between all parties affected by the coaching including the senior management team.**