

# Business Coaching Return on Investment

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A synopsis of coaching ROI facts and figures.

By Melissa Killeen, MKRecoveryCoaching.com. University of Pennsylvania.

- According to Manchester Inc., a Florida-based coaching firm, investments in coaching were found to yield an average return on investment (ROI) of almost six times the cost of the coaching (Jan. 2001, HR.com)
- A recent study cited in the prestigious Public Personnel Management Journal found a typical management training program increased the manager's productivity by 22%, but when combined with 8-weeks of intensive Coaching, the manager's productivity exploded to more than 85%
- A MetrixGlobal LLC study (for a Fortune 500 firm and Pyramid Resource Group) found that "Coaching produced a 529% return on investment and significant intangible benefits to business. Including the financial benefits from employee retention boosted the overall ROI to 788%."
- An Olivero, Bane & Kopermann study (1997) of a public sector municipal agency found that coupling one-on-one coaching with leadership training resulted in a near quadrupling of productivity results (from 22.4% to 88% when combined).
- The objectivity that a coach brings to a developmental opportunity is helpful to managers seeking to make difficult changes in attitudes, work habits, perspectives and interpersonal relationships (McCauley & Hugh-James; Young & Dixon, 1996.)
- According to Personal Decisions International, a Minneapolis-based human resources consulting firm, 70% of the top 1,000 firms worldwide use some form of executive coaching (Source: HR.com, author Ann Vincola, President of a quality of life issues consulting firm, 2000)
- According to a Florida-based study of organizations and coaching (Manchester, Inc. 2001), 6 in 10 organizations currently offer coaching or other developmental counseling to their managers and executives while another 20% plan to offer coaching in the next year.

In general, the results of coaching most often cited in research studies include:

- Improved performance (both individual and team)
- Enhanced bottom line, including profit, quality, productivity, innovation, and other measures
- Improved customer service and enhanced public perception
- Professional development, including
  - Enhanced goal setting and attainment
  - Increased confidence and empowerment
  - Skills development, especially when coaching and training are combined
  - Leadership development
  - Preparedness for advancement
  - Enhanced balance and morale
  - Enhanced relationships

- Improved retention of quality employees

"The goal of coaching is the goal of good management: that is - to make the most of an organization's valuable resources." -- Harvard Business Review

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Melissa Killeen is an established executive coach with broad understanding of entrepreneurial businesses. Her unique specialty is working with the recovering entrepreneur or business person.