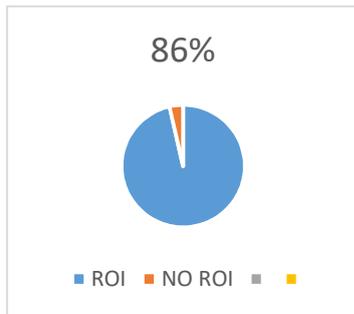


The Return on Investment (ROI) of coaching

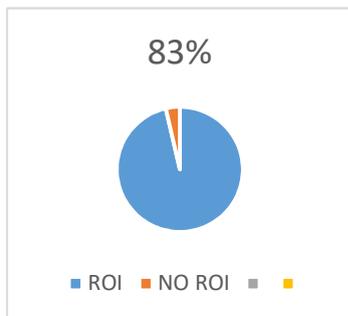
What is the Return in Investment (ROI) for coaching leaders, managers and teams?

A study carried out by Pricewaterhouse Coopers (PwC) for the International Coaching Federation (ICF) in 60 countries in 2012: ICF Global Coaching Study (12 000 participants)

The results demonstrate:



83% of clients recovered between 1 and 50 times their investment, of which 47% between 10 and 50 times and 19% 50 times.



99% of clients are satisfied and 83% would repeat the coaching experience.

In Europe, **60% of coaching are financed by the company** and 40% by individuals (in the USA it is the opposite). Thus, the vision of Return of Investment (ROI) could be different and the calculation also.

What are the elements that can be measured during or after a coaching program?

Some can be tangibles, measurable and other less, however the value of coaching is known.

Here are a few examples:

- **Level of satisfaction** of the coaching process, the coach and the results
- What the coachee **learned about himself** and the **competencies acquired**
- **Behaviors** that have changed for the coachee or his team
- **The impact of the learning and changes** perceived in his environment (his team, his company, his family), and his **interpersonal relationships**

The financial return on investment:

- A **bonus** more significant achieving or exceeding the objective
- obtaining a **promotion**, thanks to a new posture and new competencies
- Better **time management** and hours spent elsewhere for the coachee and his team. The gain financial gain is calculate in number of hours saved and their salary.

Example 1: for a Top Manager paid 300 000 € and who saves 1h hour per day, the financial gain is 37 000 €.

Example 2: for a team of 10 people paid around 100 000€, who saves 1h per week thanks to more effective meetings, the financial gain is 25 000 €.

Example 3: if the 10 people of the team save 1h per day, the gain is 125 000 €.

- **Increased productivity**, thanks to better stress and conflict management

Example 4: imagine that a person makes 100 000 € and is stressed because of a conflict with someone, as a consequence he does not work effectively around 70% of his time or his possibilities. If the productivity were brought back to 100%, the financial gain would be 30 000 €. The same goes for the other person who would be working at 70% of his possibilities, the financial gain would be 60 000€.

- **Better management** of the activity

Example 5: a number de clients or bigger contracts thanks to improved communication.

- **Wellbeing**: feel better about themselves, better mood, more serene
- A better **work life balance**