

## Coaching counts

Research into coaching in the UK, by HR consultancy Chiumento

Our research reveals that organisations in the UK are failing to get the most from coaching, despite a willingness to invest significantly in this leading people development tool. In particular, organisations' reluctance to measure the bottom line impact of coaching is a key cause for concern rendering them unable to prove a clear return on their investment.

With Coaching Counts, conducted in conjunction with *Personnel Today*, we set out to explore the use of coaching in UK organisations. It is clear that organisations recognise coaching as a powerful tool to boost individual performance and leadership effectiveness. A lack of industry regulation however, has fostered some negative perceptions of coaching that must be challenged if the industry is to flourish and organisations are to reap the benefits.

### Key findings

- The most popular reason for organisations to invest in coaching is to improve individual performance
- Most organisations are spending between £100,000 and £499,999 a year on external coaching. And this is increasing. More than half are using more coaching than a year ago; 55 per cent also anticipate levels of coaching to continue to increase over the next 12 months
- Many respondents however, question regulation of the industry with more than two thirds believing there are too many 'cowboy' operators
- Worryingly, more than two thirds of organisations do not formally measure the return on investment (ROI) of coaching, many because they feel it is hard to get more than anecdotal evidence
- 70 per cent of respondents say their organisation offers coaching. Of these, however, just 26 per cent offer coaching to everyone, while 44 per cent only offer coaching to the senior teams
- 55 per cent of organisations admit that their approach to coaching is ad-hoc.

For a full copy of the report, 'Coaching counts', contact Suzie Upson at Chiumento.

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