

960% Return-on-Investment in Coaching

Executive Coaching Program Results Summary

In 2006-2007, 28 executives from the top 2 levels of a sales organization received coaching from Karlin Sloan & Company. This group is responsible for aggressive growth targets annually. Within this high-pressure environment taking time for leadership development can be a challenge. We created the Living Leadership program as a targeted, individualized development opportunity with regular short one-on-one coaching sessions with the goal of developing top talent and filling the leadership pipeline.

In measuring the success of the Living Leadership executive coaching program, we used three specific measures: progress against goals, survey data, and a calculation of return on investment. The table below outlines our results.

Progress Against Goals	Survey Data	Return on Investment
100% of coachees met their stated goals for the coaching process.	95% of coachees say that coaching has helped them to increase their positive impact as a leader.	Using a very conservative cost-of-turnover analysis, this company's investment in executive coaching paid for itself nearly 10 times over. Return on Investment = 960%
Turnover in the sales force decreased from 45% to 2%	82% of stakeholders (bosses, direct reports, and peers) report that coaching has had a positive impact	
Over 30 potential successors were identified in the coaching process	77% of coachees indicate that coaching increases their commitment to the company.	

Coachee Comments

"Coaching gave me courage to address a very tough strategic issue to the advantage of clients, and colleagues. This had a multi-million dollar impact. Really."

"I am more able to give direct feedback to my team and colleagues. I set better expectations. People are more clear about their roles and responsibilities. They are more encouraged about where we are heading as a company."

"Over the past months, I have had to engage in challenging conversations with multiple team members, on a variety of topics. My coach has helped me to gain perspective on situations, develop my position and role playing has given me the confidence to have straight forward, honest and productive conversations, with positive outcomes."

"My coach helped me put things in perspective and create a plan to make myself a relevant part of the future."

"I would have walked out were it not for the coaching."

For a copy of the full report, please send an email to clientrelations@karlinsloan.com