

Global Trends in Executive Coaching

Research Reveals Emerging Best Practice

A survey published by DBM* in 2008 comprised results from 472 company representatives across major industries mainly in the USA. It showed that today's organizations find Executive Coaching has the greatest impact when making the best better, coaching capable executives and grooming high potentials.

The three top factors in making a successful match between coach and coachee were:

- Initial chemistry between the coach and coachee
- Business experience of the coach
- Functional experience of the coach

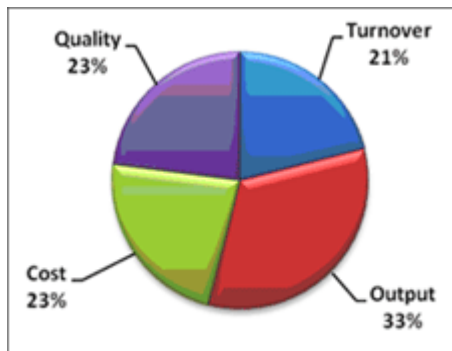
Organizations are noticing that if they focus on coaching early in a role change or new hire transition, it prevents problems down the road.

The most common duration of an assignment is four to six months, with an average of two sessions per month. The top three measures for successful coaching assignments are:

- Identifying and agreeing objectives
- Assessment from the coach
- Feedback on changes.

Measuring ROI still proves to be a difficult task for many organizations. Of the respondents who provided feedback, 77% estimated their return to be at least equal to the coaching investment and even as high as 500% return.

Recommendations for measurements in key areas:



Future trends indicate that organizations will increase their investment in training internal coaches, and continue to use external coaching firms for the development of high potentials, capable executives as well as on-demand and on-boarding situations.

(* partnered with the Human Capital Institute)