

# LIFE COACHING Return on Investment

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## The Effectiveness of Life Coaching on Overall Life Satisfaction:

*Research by Darcy A. Luoma (Pepperdine University, The George L. Gradiadio School of Business and Management) concluded that:*

- Life coaching makes a significant difference in overall life satisfaction.
- Coaching appears to be effective for goal attainment and personal development.
- Learning to set concrete, measurable goals increased clients' effectiveness.
- Collaborative coaching appears effective in helping clients identify steps and act.
- Coaches' use of challenging questions encourages clients to look at new ways to solve problems.

## ICF/PriceWaterhouseCoopers Coaching Client Study:

*Research found companies and individuals who hired professional reported that:*

- 99% are satisfied with the experience.
- 98% would repeat the process.
- 86% of companies say they *at least* made their coaching investment back.
- 80% of individuals improved their self-confidence.
- 73% improved their relationships.
- 72% improved how they communicate.
- 70% improved their career performance.
- 67% achieved better work/life balance.
- 57% improved their time management skills.

## The Manchester Consulting Group Study:

*In studying Fortune 100 executives, the Manchester group found coaching resulted in:*

- ROI worth *six times* the program cost
- 77% improvement in relationships
- 67% improvement in teamwork
- 61% improvement in job satisfaction

## The MetrixGlobal Study:

*In studying Fortune 500 companies using coaching, the MetrixGlobal study found:*

- A 529% return on investment (788% when employee retention was included in overall ROI)