

LIFE COACHING Return on Investment

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)