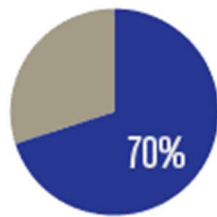


If you are reading this, you have almost certainly visited my web site's page on coaching, so we don't need any fluff here. You are looking for the facts and figures and studies on the ROI of coaching.

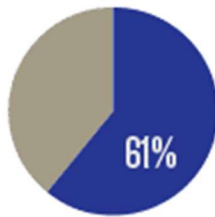
This brief white paper shares the results you can expect from coaching, and tells you how I got my figures. It is short and sweet and I hope, clear. It covers the ROI for individuals, as well as the ROI for companies that invest in coaching for their high potential employees.

What kind of results can you get from coaching?

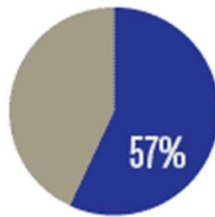
Here are a few things you can look forward to improving:



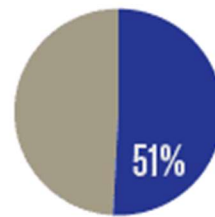
Improved Work Performance



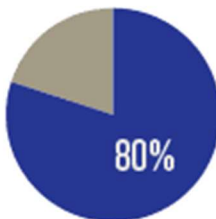
Improved Business Management



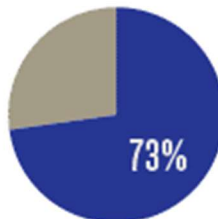
Improved Time Management



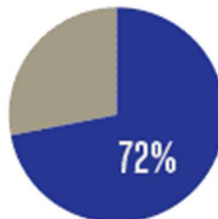
Improved Team Effectiveness



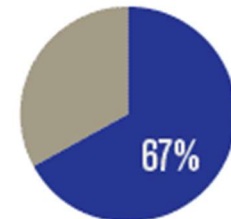
Improved Self-Confidence



Improved Relationships



Improved Communication Skills



Improved Life/Work Balance

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In fact, studies show that overall, coaching clients have an 99% satisfaction rate, and 96% of them would repeat the process.

What about Coaching in the Corporate Environment? Start with Three questions

First, if you could get several hundred percent ROI on your investment to improve your organization, would you be interested?

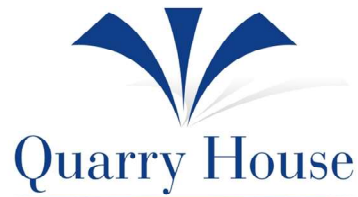
Second, What is the most important asset your organization has?

The most common reply to that question is "our people". Because whether you are a corporation, a government agency, a non-profit or a ministry, you're only as good as your people.

So here's the next question - Are your people as good as they could be? Are they as productive, as profitable, as leaders, as communicators, at as sellers, as team builders. Are they as good at time management or being creative as they could be? And what would it mean for your organization if they were? I hope you are thinking big. Because an improvement in your people translates directly into your organization's growth and profitability. Successful companies invest in their best people, to make them better.

And likely, you already invest in them. Maybe you send your people to classes. And classes have value. But the problem is that classes are a one-time event. Studies show that even the best classes, done diligently and regularly only have a mild effect on the long term effectiveness of people. What works better? Coaching.

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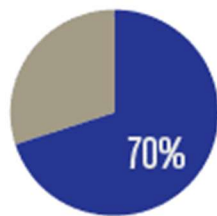
700% ROI (Return on Investment)

Let's look at the research. Price Waterhouse Cooper and the Associate Research Center did a detailed study on the effectiveness of leadership coaching for managers. They found the mean return on investment was approximately 700%. That's right, for every dollar spent, the company got seven dollars of return in effectiveness and work and attitude. Measurable return. (Price Waterhouse Cooper is an accounting firm, after all. They measure everything.)

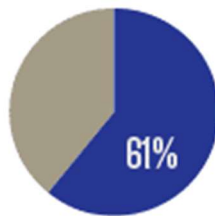
Another major study done for a Fortune 500 company by Matrix Global indicated a ROI of 788%. Other studies, and there are many, indicate ROI ranging between 221% to well over 700%.

What improves? Take a look at these charts.

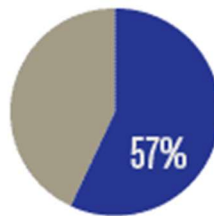
Yes, these are the same categories as individual coaching, but the difference is, these same improvements are what create the incredible return when we use corporate coaching.



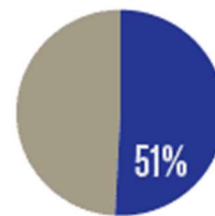
Improved
Work
Performance



Improved
Business
Management

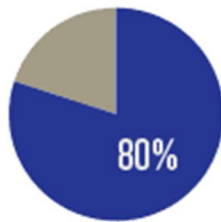
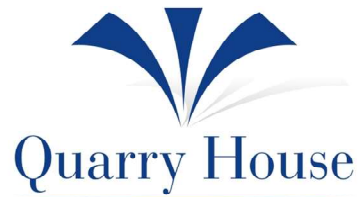


Improved
Time
Management

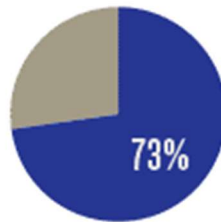


Improved
Team
Effectiveness

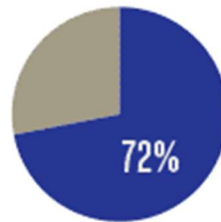
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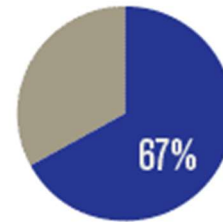
Improved
Self-
Confidence



Improved
Relationships



Improved
Communication
Skills



Improved
Life/Work
Balance

Why does coaching work better than training? Because coaching is individual. It is not one size fits all, but works within the skills and personality of each person to bring out their best and help them overcome their weak points. It's ongoing. It brings with it an accountability that classes do not.

Interested? You can learn more, with absolutely no pressure, with a free consultation We'll talk through what you want for and from your people, and we will talk about how and why coaching works, what the process is and what you can expect. In the end, you'll have a clear idea of the value of coaching for YOUR company or organization. You can find the form to set up the consultation on our web site.

Hope to talk to you soon!

Tom

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