

Why Employers Should Invest in Coaching and Related Professional Development

Coaching Trends: Beyond the Executive Level

- The most common reasons coaches are hired today is to develop high potential employees and to facilitate transition.[1]

Coaching Benefits to Emerging and Established Leaders

- Positioning for success in new roles
- Facilitating change management
- Addressing burnout
- Goal setting
- Work life balance
- Handling leadership and communication challenges
- Developing self advocacy and self efficacy skills for career success
- Managing workplace challenges
- Skill development

Coaching Benefits to Organizations

- Developing a coaching culture
- Support and enhance other training and mentoring initiatives
- Demonstrating investment in personalized professional development
- Ensuring success of leaders
- Advancing diversity, inclusion, and equity through leadership development
- Talent retention
- Burnout avoidance
- Creating leadership competencies among emerging and established leaders

Retention of High Potential and High Impact Team Members

- When asked about the best thing companies could to improve the workplace culture, employees in a prominent LinkedIn talent survey chose professional development. [2]
- Even before the Great Resignation, 86% of respondents in one 2019 executive survey said they would change companies for increased professional development opportunities. [3]
- Millennials are especially interested in improving their leadership abilities and gaining access to professional development opportunities. Members of the millennial generation are twice as likely to stay with a company that they feel is invested in their professional development. [4]

Closing Leadership Gaps and Promoting DEI

- Investing in mid-career women's opportunities to experience and advocate for "relational connectedness, strengths-based development, and coaching" has been shown to increase the promotion and retention of high potential women. [5]
- Substantial research shows the pivotal role of managers in fostering (or hindering) a culture of inclusion. Investing in managers' competencies in this area benefits the whole organization. [6]

Enhancing the Competencies and Optimism of Leaders

- Leadership coaching has been shown to increase "leadership role effectiveness" and relationships with direct reports; coaching for leaders correlates with less turnover among direct reports. [7]
- Career coaching is correlated with increased "career planning and career optimism." [8]

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