

# COACHING MEASUREMENT

## VALIDATE COACHING IMPACT

“Both coaches and organizations often ask: ‘How do we measure the impact of a coaching engagement; how do we gauge the return on a coaching investment?’ and, although difficult to answer, our measurement capabilities enable us to provide insightful, data-driven responses to these fundamental questions.”

– Ellen Kumata, Partner, Cambria Consulting

### USE CAMBRIA TO MEASURE:

- Qualitative and quantitative impact of coaching on individuals and organizations
- Satisfaction levels of each person involved in the coaching process
- Degree of executive behavior change attributable to coaching
- Financial benefits of coaching, including the level of increased productivity
- Pace of coaching “learning” applied to on-the-job situations

### THE MEASUREMENT PROCESS

Applying over 20 years of coaching and organizational development experience as well as program evaluation and survey design and analysis expertise, Cambria enables you to implement short- or long-term measurement studies that ensure rigor and quality.

We offer customized measurement as well the opportunity to participate in an ongoing, cross-industry Coaching Impact Study™. Both provide comprehensive measurement results, including the:

- Compilation of qualitative and quantitative data
- Analysis and comparison of results to pre-determined objectives
- Application of formulae to results, including calculating a *return-on-coaching*

### WHY MEASURE COACHING?

Measurement studies not only provide an assessment of the return on coaching dollars spent, but they frequently produce insights that lead to enhancement of coaching initiatives. Cambria helps organizations carry out these measurement studies to identify their return-on-coaching by generating the qualitative and quantitative data required to evaluate coaching effectiveness.

#### THE DISTINCT BENEFITS OF:

##### CUSTOMIZED MEASUREMENT...

Focus on organization-specific trends and incorporate tailored research methods and tools

Directly align measurement with organizational strategies and goals

Conduct over the short- or long-term, generating immediate or time-tested results

##### COACHING IMPACT STUDY™ PARTICIPATION...

Contribute to an innovative, large-scale research undertaking with potential for significantly affecting the coaching profession

Helps you develop an understanding of how coaching – and coaching impact – in your organization compares across other organizations and industries

## CASE IN POINT

### THE COACHING IMPACT STUDY™

#### Objective:

Collaborating with academics, coaches, and clients in December 2004, Cambria launched an ongoing study of the impact of executive coaching in large organizations.

We continue to gather data from a growing number of participating organizations, using members of the coaching engagement "triad" (coach, coachee, and manager/sponsor) to evaluate the perceived, measurable impact of executive coaching on both individuals and their organizations.

#### Approach:

Using a continuous inflow of participant data, Cambria measures the qualitative and quantitative impact of coaching over time. Our goal is to keep the study simple by focusing on outcomes attributable to coaching rather than other variables affecting the coaching process. Data is consolidated and analyzed at multiple intervals and continually compared to all other existing data.

Because this study is ongoing, an organization can elect to participate at any time. Once this decision is made, the steps the organization follows include:

- Step 1: Establishing coaching engagements to track for measurement
- Step 2: Requesting completion of an initial survey by all coaching engagement stakeholders
- Step 3: Facilitating coaching engagements and requesting completion of follow-up surveys
- Step 4: Providing Cambria with all survey data for analysis and identification of compelling "case studies" that warrant further data gathering
- Step 5: Enabling Cambria to conduct detailed interviews with individuals involved in "case studies" to learn more about key coaching events and the evaluation of their successes
- Step 6: Receiving study results and commencing the process with a new set of engagements

#### Outcome:

Upon completion of key data gathering and analysis phases, Cambria provides each participant-organization with an analysis of their company results as well as a benchmark report detailing the cumulative findings across companies and industries.

Contact Derek Steinbrenner ([dsteinbrenner@cambriacoaching.com](mailto:dsteinbrenner@cambriacoaching.com)) to find out more about Cambria's Coaching Impact Study™ and how you can participate.

#### About Cambria Coaching

Cambria Coaching is a division of Cambria Consulting, a human resource and management consulting firm specializing in developing people solutions that drive business performance. Our organizational development and leadership foundation enables us to approach coaching from both the individual and organizational levels. We focus on bench strength development; key leader development linked to succession planning; high potential development; and strategically-targeted efforts where behavior-change is critical. We partner with clients to put in place the strategy, process, supporting tools, and coaches – both internal and external – to accomplish this work. For more information about Cambria's range of solutions, visit our website or call (617) 523-7500.