

Driving growth and adding value to organizations with digital coaching



Addressing challenges now and in the future

According to a 2021 McKinsey & Company survey, the Covid-19 pandemic has changed the pace of organizations, as it has created new vulnerabilities, especially to their profit structures, ability to bundle products, and operations. Most companies will need to build new digital businesses to stay economically viable and many respondents recognize that their companies' business models are becoming obsolete (McKinsey Global Survey, 2021).

Whether you're experiencing difficulties adjusting to a transition, employee development, customer experience or workflow, coaching helps build actionable plans that enable growth and impact. Common challenges coaching addresses include:



Business transformation

Coaching can assist organizations manage change effectively by implementing approaches and strategies to support the transition and adoption of new priorities that keep aligned with company goals, processes or emerging technologies.



Development & leadership

It could be that a new manager is taking over a new team or an existing leader wants to improve their soft skills or maybe they're searching for new ways to inspire their team. Coaching helps facilitate a smooth transition and provides leaders with clarity on how to build a vision and effectively engage their team.



Collaboration & performance

Performance challenges and missed targets are often a result of bad communication, tension or lack of trust among colleagues. A key element to coaching is open communication and honest feedback. In order to increase productivity, coaches work closely with individuals so they can reflect on situations and find new ways to collaborate with colleagues, as well as building trust with one another.



Supporting mental health

Building an optimal and innovative work environment is key for retaining top performers. Coaching improves an employee's understanding of how they contribute to an organization's priorities, how to maintain a healthy work/life balance and how to be more authentic and open in the workplace.

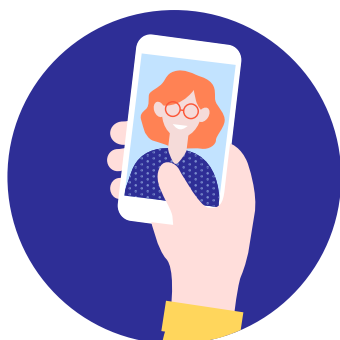
Organizations with a strong coaching culture reported higher outcomes in the following areas:

- Customer satisfaction
- Regulatory compliance
- Talent attraction
- New product/service development and delivery
- Shareholder value
- Labor productivity
- Large-scale strategic change
- Profitability

Source: SHRM, 2021

Digital coaching: An overview

Like any leader, you want your team to be successful, but accomplishing your mission requires more than just recruiting the best talent. You also need to invest in your employees' development and well-being so they can be as great as possible. The better the talent, the better the performance, which in turn means **better results for your organization.**



- Coaching is a highly leveraged way to strengthen and develop your team's skills and supports strategic organizational transformations.
- Digital coaching fosters better social skills, improved leadership skills, and increases productivity.
- With the digitalization of coaching, it has become more democratized and accessible to the wider workforce.
- The return on investment (ROI) from coaching ranges anywhere from: **137% to 560%**, with even the lowest estimate showing a significant impact.

Why coaching?

Coaching is a highly individualized process that provides individuals with tools and techniques to draw on in almost any situation. In business, coaching creates an environment that values learning and the development of employees.

Coaching in business has grown dramatically in the last decade and as of recently, more businesses have sought to create a coaching culture, in which coaching behaviors are used as a means of communicating, managing and influencing others. Businesses with a strong coaching culture have a larger percentage of highly engaged employees than other organizations, **61% compared to 53%** (ATD, 2018).

ICF Global Coaching Client Study Reveals

99%

of companies & individuals were very satisfied with the overall experience.

96%

of companies & individuals say they would repeat the coaching process.

86%

of companies say they at least made their investment back.

Did you know

- **256%** ROI for companies who invest in developing soft skills such as agility and resilience (International Growth Centre, 2016).
- **167%** increase in employee net promoter score (NPS), for organizations who create a sense of belonging (Harvard Business Review, 2019).

The value of coaching with CoachHub

“CoachHub is incredibly fast and flexible, very customer oriented. For me, there was really no need to look around the market anymore, because in the end the price performance ratio was right.”

Anja Seifert

Head of Human Resources at B. Braun Group



“My advice for organizations out there looking to improve their performance is to not sit still. Stop waiting for the perfect time, it will never come. Start moving ahead, through this you learn how to do it properly. Having a trusted partner like CoachHub has meant that our needs were addressed very quickly, the solution was very easy to implement and the support has been exceptional.”

Yuliana Balashkevych

Global L&D Director at JTI



Coaching is an extremely rewarding experience for both employees and organizations. From a business perspective, our partners have many different needs for which they leverage coaching. We support your strategies in the following areas of development for your organization and its workforce:



Employee experience & retention

- **96%** of CoachHub users are engaged (compared to only 30% engagement with current e-learning platforms).
- **87%** of users agree that flexibility in time & location provided an individual added value.



Business transformation

- **85%** of managers who received coaching outperform their peers in soft skills such as agility and resilience.
- **70%** of coachees improved their work/life balance.



Talent development

- **83%** of coachees have learned and grown significantly through the coaching.
- **80%** of coachees have learned new competencies useful for their profession.



Performance & Engagement



- **91%** of coachees report goal attainment through CoachHub (compared to classroom training where only 15% of employees report an increase in performance and attainment).
- **70%** of coachees report improved work performance.

Diversity, Equity, & Inclusion



- **91%** of coachees increased their self reflection and awareness.
- **79%** of coachees see behavioral change after 6 months of coaching.

Well-being and self-actualization



- **91%** of coachees increased their sense of purpose after digital coaching.
- **80%** of coachees decreased their levels of stress by an average of 18%.

Source: CoachHub survey, 2020



Our Holistic Approach & Evaluation

At CoachHub, our organizational culture democratizes coaching for all career paths, whether you are an emerging leader, line manager, or even an executive. We strive to capture the full value of coaching with our strong emphasis on science, alignment and usability so that our algorithm can connect each individual with the right coach. The digital coaching component makes the holistic coaching evaluation much easier than ever before and gives you a chance to capture all the insights, nuances and numerical impact of the coaching program.



Science

We ensure that the coaching evaluation meets the highest scientific standards backed by rigorous measurements. As part of this, we base our evaluation on scientifically validated measures that consider the context of your organization and coaching program.



Alignment

Often, there are several desired outcomes of a coaching program so we focus on a close alignment with you to better understand your business needs and develop the most insightful evaluation approach that helps you reach your goals.



Usability

Digital coaching is more accessible, highly personalized and flexible. This helps for employees who are disabled or who have difficulty traveling. Digital coaching also allows coachees the option to choose a coach with a similar background (e.g. age, gender, language, etc.).



About CoachHub

CoachHub is the leading global talent development platform that enables organizations to create a personalized, measurable and scalable coaching program for the entire workforce, regardless of department and seniority level. By doing so, organizations are able to reap a multitude of benefits, including increased employee engagement, higher levels of productivity, improved job performance and increased retention.

CoachHub's global pool of coaches is comprised of over 3,000 certified business coaches in 70 countries across six continents with coaching sessions available in over 60 languages, to serve more than 500 clients. Our programs are based on advanced R&D from our Coaching Lab, led by Prof. Jonathan Passmore and our Scientific Board. CoachHub is backed by leading tech investors, including Draper Esprit, Holtzbrinck Ventures, Partech, RTP Global, Signals Venture Capital and Speedinvest. In September 2021, CoachHub acquired French digital coaching pioneer MoovOne to build a global champion focused on jointly democratizing coaching.

For more information visit

www.coachhub.com