

# Is Coaching For Your Business?



**Productive Office Coaching**  
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## Coaching for Businesses? It Works!

**Are you a business owner or a manager?** Nearly 100% of business leaders like you, who participated in a Stanford survey in 2013 responded that they would “welcome the process of coaching” and they were “open to receiving leadership advice.”

The study included more than 200 organizational leaders of North American public and private companies. It showed that even the best-of-the-best have their blind spots. They realized that they can **dramatically improve their performance with an outside perspective weighing in so they make good use of business coaches.** (Executive Coaching Survey powered by the Miles Group and Stanford University School of Business, 2013).

Managers and directors can feel quite isolated. Although, they want to take care of departmental needs, they may be shielded from honest feedback. It's important that they reach out to an independent source, like an **experienced coach, that will allow them to maintain perspective and keep their company and their department healthy.**

This research focused on the **type of advice**, top executives were or weren't receiving, and how it **impacted progress**. It also identified the **kinds of skills** that were being targeted for improvement.

**Top areas** that leaders **used coaching** to improve, according to the survey:

- **Sharing leadership/delegation**
- Conflict management
- **Team building and mentoring**
- Motivational skills
- **Compassion/empathy**
- Persuasion skills



The study showed that when combined, 'harder and skills' **improve** a manager's **ability to motivate and inspire.**

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They can really make a difference in the overall success, of both business, and life.

**At Riverwalk Counseling** we deliver workshops to **fit your individual company needs** and we focus on **enhancing professional skills** that lead to improvement.

If you decide to work with us, we will create **learning outcomes that are tailored to the specific needs of your company.** Our workshops focus on Stress Management, Time Management and Communication Skills. They help close gaps and help maximize strengths and competences of your employees.

Participants will notice positive results, not only at the work environment, but into all aspects of life. Each one of them will have their own speed in utilizing the material and experiencing improvements.

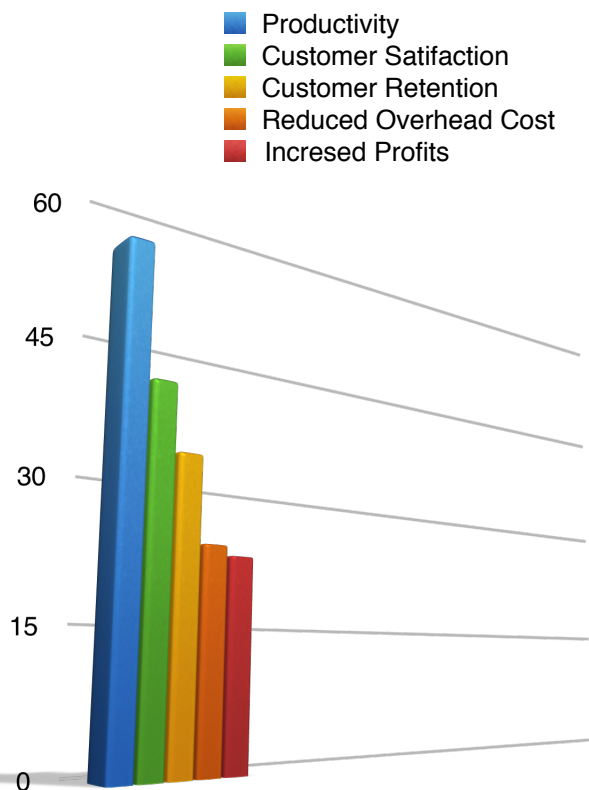
## Business Coaching is Measurable

Did you know that **58 percent of businesses** in the United States are **reporting increased revenues due to business coaching?**

In the past two decades, huge shifts in the ways businesses run, have revealed the tremendous **need for feedback and advice** all the way to the top. Businesses large and small have started not only to **use coaching but lately, to also brag about it.**

The Sales Executive Council has done extensive research on the ROI of coaching. Many companies are implementing coaching programs and the results are coming in. Studying the outcomes has caught the attention of many business owners.

The use of strategic business coaches is on the rise, due to the fact that **business coaching provides measurable results** for small and large businesses alike.



Numerous studies have already boasted about the increasing evidence showing **BUSINESS COACHING to be one of the BEST ways to develop and grow a BUSINESS.**

*Fortune Magazine discussed the results of a study conducted on over one hundred Fortune 1000 companies, which concluded that:*

- **53% of businesses had an increase in productivity**
- **39% of businesses had an increase in customer service satisfaction**
- **32% of businesses had a better customer retention rate**
- **23% of businesses found a significant reduction in overhead costs**
- **22% of businesses increased their bottom line profits**

Overall, businesses who use a strategic business coach report they experience an

**improvement in performance and productivity, greater CLARITY and FOCUS, and a significant, measurable BUMP IN THEIR GROWTH.**

Some business owners don't think they need a business coach because they are not convinced that spending on a business coach will increase their bottom line. **In reality however, research shows that business coaching provides dramatically positive results.**



## Questions when you chose a business coach

Having heard of companies who had success with business coaching, you may want to consider hiring a coach. If you are thinking about hiring a business coach you may have several questions that you need answered to know where to start.

### **Q: What exactly can I expect from coaching?**

**Answer:** One improvement you can expect is better communication at all levels. It can save time and frustration and it can help with customer retention.

### **Q: What are the organizational benefits?**

**Answer:** Some of them include productive teamwork, efficiency, meeting deadlines and increasing business as a result.

### **Q: What is the ROI of coaching?**

**Answer:** Research shows that it is up to 5-7 times the initial investment on a business coach.

In the last two decades business coaching has emerged as a powerful way to strengthen companies and develop outstanding leaders.

It has been shown to have a positive impact not only on relationships between employees, but also in negotiation deals between organizational heads as well as with the bottom-line.

**Reports indicate a 5-7 times  
the initial investment on a business coach for your company.  
You can't go wrong with that!**

In a study conducted by the Manchester Group, leaders who were coached up to one year experienced the following improvements:

- **67% improvement in teamwork**
- **71% improvement in working relationships with immediate supervisors**
- **77% improvement in working relationships with direct reports.**

The ROI on the initial coaching investment was quantified at 5 - 7x the initial investment

**(Maximizing the Impact of Executive Coaching: The Return Investment of Executive Coaching, Behavioral Changes, Organizational Outcomes and Return on Investment, The Manchester Review, 2001)**



## Still not sure if your office needs a coach?

**Entrepreneurs are self motivated, hard working, and smart decision makers. Even if they already know everything there is to know about their business their staff will not share the same level of leadership skills.**

Look at even the most successful **athletes and performers**. They all have coaches. Although they are highly gifted and capable in their own right, **a coach can help them maximize their potential**. Get them all the way to the top. The coach will spot the problems in their path; will help them built on their strengths; will challenge them on their weaknesses, and will steer them into **unlimited new possibilities**.

**Google CEO, Eric Schmidt, knows how important it is to have a business coach.** Watch him on a You Tube Video “The Value Of Business Coaching” where he talks about reasons entrepreneurs resist hiring a coach. He also describes some of the great benefits of business coaching.

**At Riverwalk Counseling we tailor Productive Office Workshops to your individual office needs and help accelerate your rate of success.**



## What successful people think about business coaching

**“I absolutely believe that people, unless coached, never reach their full potential.”**

BOB NARDELLI, CEO, HOME DEPOT

**“Many of the world’s most admired corporations, from GE to Goldman Sachs, invest in coaching.”**

HARVARD BUSINESS REVIEW, Nov. 2004

**“A coach is part adviser, part sounding board, part cheerleader, part manager and part strategist.”**

THE BUSINESS JOURNAL

**“A coach may be the guardian angel you need to rev up your career.”**

MONEY MAGAZINE

**“Across corporate America, coaching sessions at many companies have become as routine for executives as budget forecasts and quota meetings.”**

INVESTORS BUSINESS DAILY

**“I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable.”**

JOHN RUSSELL, MANAGING DIRECTOR, HARLEY-DAVIDSON, EUROPE Ltd.

**“Coaching is unlocking a person’s potential to maximize their own performance. It is helping them to learn rather than teaching them. Clients say coaching brings out their best by helping them focus, break down tasks and clarify their values.”**

FORTUNE MAGAZINE



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