



WHAT ARE THE BENEFITS OF EXECUTIVE COACHING?

Coaching has a major beneficial impact in the workplace. Overall, the biggest message that seems to come through about coaching effectiveness is that it is valuable in assisting people build **self-efficacy**.

Self-efficacy is the perception/belief people have about their capacity to achieve in relation to actions and goals.

In particular, coaching improved peoples' perception of their own **strengths and challenges**, and their ability to **communicate assertively and confidently with their colleagues and staff**.

A survey by the Institute of Executive Coaching found that 92% of respondents expressed overall satisfaction with their coaching.

Comments from the surveys:

"It has been the most rewarding development experience in my career. Like a shrink at work!"

"Possibly the most effective development I have received in my professional life"

There were five main areas of benefit that people have described:

	% satisfied or very satisfied
Learning about yourself	86
Developing communication skills	76
Improving your work organisation and planning	66
Understanding context/strategy of your business	50
The coaching experience overall	92

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