

# CFI Action Research Project



# The Action Research Project

A qualitative analysis of 140 live cases of executive coaching



# Objective of the action research



*To identify recurring themes in terms of*

- The broad Coaching agenda
- Coaching Goals emerging out of the agenda, and
- Impact of Coaching on Business Results

# Broad Coaching agenda



## Coaching agenda

## Spread

- |    |                        |       |
|----|------------------------|-------|
| 1. | Skills development     | 49.2% |
| 2. | Business development   | 32.3% |
| 3. | Leadership development | 17.6% |

**Over 50% focus on skills**

# Recurring coaching goals

## Spread

### 1. Interpersonal Skills

42%

- Emotional Intelligence
- Communication
- Negotiation
- Assertiveness
- Delegation
- Empathy
- Approachability

### 2. Leadership Skill

18%

- Articulating vision
- Rallying people around goals
- Doer to getting done



# Recurring coaching goals

	Spread
<b>3 Work life balance</b>	10%
<ul style="list-style-type: none"><li>• Managing stress</li></ul>	
<b>4 Others</b>	30%
<ul style="list-style-type: none"><li>• Time management</li><li>• Change management,</li><li>• Team building skills,</li><li>• Strategic / thinking skills</li></ul>	



# Perceived impact on self & business results



- Self awareness
- Self esteem
- Role effectiveness – performance and results
- Team Effectiveness
- Clarity about developmental goals
- Clear plans to achieve developmental goals

Significant evidence of value from engaging in a coaching relationship

# Key takeouts

1. Most clients seem to seek coaching at the threshold of derailment or career crisis.
2. Once engaged, abandonment rate seemed low.
3. Significant focus on skills
4. Lack of a foundation of life skills evident
5. Impact is at the personal and business level
6. Greater emphasis on leveraging the coaching relationship and system perspective and lesser on tools.