

# Benefits of Coaching\*

The Institute of Coaching cites that over 70% of individuals who receive coaching benefit from improved work performance, relationships, and more effective communication skills. They also report that a huge 86% of companies feel that they more than recouped the investment they made in coaching.

Of course, not everyone's experience of coaching will be the same, however, below are some of the benefits that clients experience through the coaching process:

**Self Awareness** – Coaching helps the client to better understand themselves and gain more insight into how they impact others.

**Self-Confidence** – Coaching helps the client to increase their self-confidence and decrease their self-limiting thoughts and beliefs.

**Self-Leadership** – Coaching helps the client gain awareness of how they lead themselves and the expectations they set themselves.

**Leadership Style** – Coaching gives the client the opportunity to reflect on their leadership style and be more thoughtful with regards to their approach to tasks and goals.

**Relationship to Others** – Coaching helps the client explore their existing relationship with others so that they are able to identify things they are not satisfied with and change them.

**Relationship to Conflict** – Coaching allows the client to explore any unhelpful beliefs that they hold about conflict so that they can ultimately change them and their approach to conflict.

\*Adapted from: "How Does Coaching Actually Help Leaders?" Forbes Magazine, March 28, 2019.

**Relationship to Power** – Through the coaching process the client can better understand how they have choice and influence over how power is used and shift their behaviours accordingly.

**Relationship to Personal Life** – Coaching offers the client the chance to explore and reflect on their work/life balance so that they can approach their lives in a more holistic way.