

Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI

Patricia Pulliam Phillips, Jack J. Phillips, Lisa Ann Edwards



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Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI Patricia Pulliam Phillips, Jack J. Phillips, Lisa Ann Edwards How can you develop an effective means for measuring return on investment (ROI) in coaching?

With its two dedicated sections, Measuring the Success of Coaching discusses both the principles behind measuring ROI in coaching (including specific protocols for objectively measuring ROI in coaching programs), and delivers a broad array of pragmatic, applicable case studies from a range of organizations.

Measuring the Success of Coaching offers a clear, complete, and detailed explanation and treatment of the principles behind return on investment in coaching. It provides a conceptual framework; workable suggestions for developing, implementing, and maintaining programs for measuring ROI in coaching; and practical, germane case studies. Measuring the Success of Coaching is a comprehensive resource for trainers, coaches, managers, human resources personnel, and other professionals interested in or tasked with creating programs for measuring return on investment within organizations.

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