



## Coaching Report

March 2014: Evidence for coaching and building your practice

### Directors' Corner:

This month we feature a new “meta analysis” research study that explores the impact of coaching on behavior change. “Meta” here refers to the review of a group of research studies on coaching outcomes that provides statistical analysis from a 10,000-foot perspective (article summary below). As evidence-based practitioners, we know this is the kind of research that supports high-end marketing. When an important client asks if coaching works, we can describe this study; it’s part of the body of evidence that provides a clear and resounding— yes! If you are an ICPA member, just click in the ICPA website private library to find the original research article in *The Journal of Positive Psychology*.

For coaching to expand as a respected profession, we all need to increase our impact by building thriving practices. The Institute of Coaching wants to help our ICPA members with their efforts, so we are offering a live teleclass and a special Masterclass this month with Senior Advisor, Dr. Lew Stern, entitled, “Leadership and Organizational Coaching: Building and Managing your Practice.” The tele-class will be recorded and available in our members-only podcast library. The self-study Masterclass will provide members an opportunity to deepen their planning and reflections around their business – and consequently their impact. For our non-member community, please enjoy the article below and take advantage of the many resources on our public website.



Carol Kauffman, PhD, Executive Director

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## This month:

**What does the research say:** Does Coaching Really Work?

**Book Selections:** **Executive Coaching: building and managing your professional practice** (2008) Lew Stern,

**Getting Started in Personal and Executive Coaching: How to Create a Thriving Coaching Practice** (2003) Stephen Fairley and Chris Stout

**ICPA MEMBERS:** Online Live **Teleclass: Leadership and Organizational Coaching: Building and Managing Your Professional Practice**  
**MasterClass: Executive Coaching: Building and Managing Your Professional Practice**

**Save the date! Coaching in Leadership and Healthcare Conference, September 12 and 13, 2014.**

**Harnisch Full Grant Application: Next deadline May 1, 2014**  
Pre-Proposals required, see grants section of public website

**For full access to masterclass, teleclass and Library:**  
ICPA members [login here](#)

## What Does the Research Say: Does coaching really work?

**Does coaching work? A meta-analysis on the effects of coaching on individual level outcomes in an organizational context**

By Tim Theebom, Bianca Beersma, and Annelies E.M. van Vianen  
*The Journal of Positive Psychology*, 2014, Vol 9 Issue 1

Special Thanks to Brodie Gregory, PhD for translating this article

Does coaching actually *work*? Sure, we all have great anecdotal evidence of the positive effects of coaching for our clients and the organizations in which they work. But one problem in the coaching literature in recent years has been a notable lack of data-based evidence that coaching *really* works.

In their recent research, Theebom, Beersma, and van Vianen conducted a meta-analysis on studies that have examined coaching outcomes. This research is a meaningful milestone for the coaching literature. In order to conduct a meta-analysis, you need to have a sufficient number of existing studies to draw from. In this case, the authors began by identifying 107 studies with potential, but after applying a series of criteria, based their findings off 18 studies.

The authors focused on five critical outcomes for coaching from these 18 studies: performance and skills, well-being, coping, work attitudes, and goal-directed self-regulation. They found that coaching interventions had a positive effect on *each and every one* of these five outcomes. In other words, this meta-

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analysis shows that coaching consistently helps to improve work performance and skills, a client's well-being and coping skills, their work attitudes, and their ability to effectively self-regulate their behavior and use meaningful goals.

Theembom, Beersma, and van Vianen's research provides solid data that can be used to make a business case for coaching. And the best part is, this conclusion is not based on just one study, but on strong, consistent findings from 18 unique studies. How can you use these findings in your practice? How will this data-based evidence of coaching's impact help *you* make the business case for your work?

## Book Selections

### A. **Executive Coaching: Building and Managing Your Professional Practice** (2008) Lew Stern

Understand all the aspects of becoming an executive coach, from acquiring training to marketing your practice, with *Executive Coaching: Building and Managing Your Professional Practice*. Hands-on information on topics like acquiring the right training and making the transition from other fields is written in an accessible manner by a successful and experienced coach. Whether you're a novice or an established coach looking to expand your practice, you will benefit from the step-by-step plan for setting up and operating a lucrative executive coaching practice.

### B. **Getting Started in Personal and Executive Coaching** (2003) Stephen Fairley and Chris Stout

This book offers a go-to reference designed to help every mental health professional build, manage, and sustain a thriving coaching practice. Packed with hundreds of proven strategies and techniques, this nuts-and-bolts guide covers all aspects of the coaching business with step-by-step instructions and real-world illustrations that prepare you for every phase of starting your own coaching business.

For more: ICPA members [login here](#)

## Special offerings for members of the Institute of Coaching Professional Association.

The ICPA is a member-donor association designed to be your bridge from scientific research and theory to best practices in leadership, health / wellness, and personal coaching. Learn more [here](#)

### A. **March Online Self-Study Masterclass: Executive Coaching: Building and Managing Your Executive Practice**

**B. March Online Live Teleclass for ICPA members: Leadership and Organizational Coaching: Building and Managing Your Professional Practice**

This teleclass will be recorded and available to members.

**For members to sign up for live teleclass, please login and select the Live Teleclass blue tab.**

- ICPA members [login here](#)
- [Or join the ICPA](#) to access the full MasterClass

**Coaching in Leadership & Healthcare Conference**

~ Save the date; **Sept 12 and 13, 2014 at the Renaissance Boston Waterfront Hotel**

**Harnisch Research Grants**

Each year the Institute of Coaching invests \$100,000 in high quality coaching research projects. We invite you to review our grant application process, read completed [research projects](#) and meet our [Harnisch Scholars](#). Pre-proposals, the first required step in the grant application process, may be submitted online any time application; Instructions are [here](#). The next grant application deadline is April 1, 2014.

**Special thanks to our Sponsors, Fellows, Members and  
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