

A study into the Impact of Business Coaching

Research Report in conjunction with
Cogent Research & Analysis Ltd

13th June 2011

Research Objectives

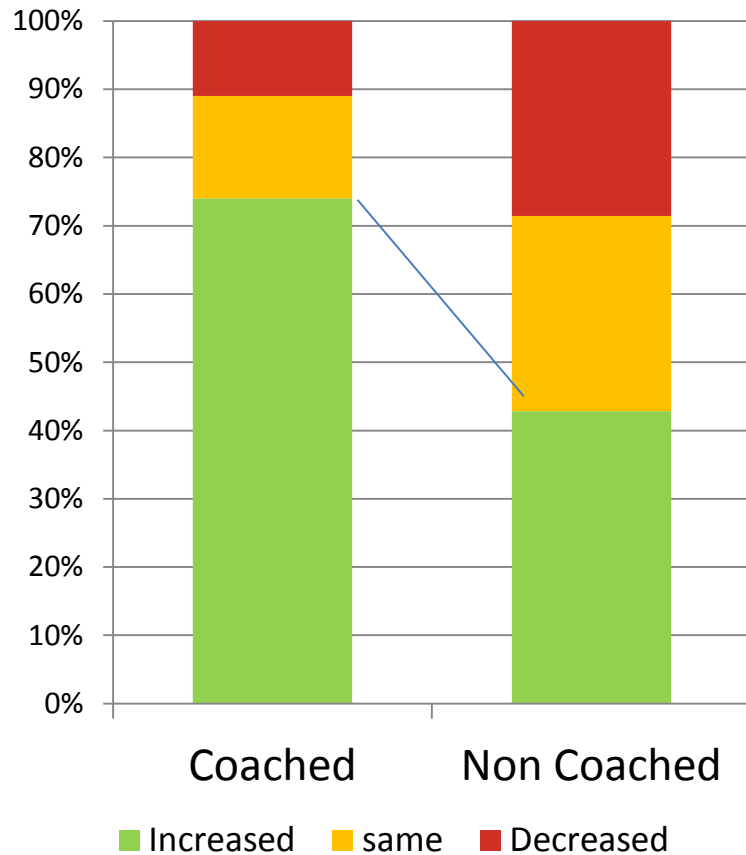
Research Objectives

“To understand and **quantify** the effect of business coaching on SME’s in order to build a credible story to be used for PR and Sales”

Methodology

- The research was carried out completely independently
- Talked to 66 coached clients (provided by ActionCOACH)
- Spoke to 100 Non coached business owners – sourced independently
- Interviews by phone and took approx 15 mins

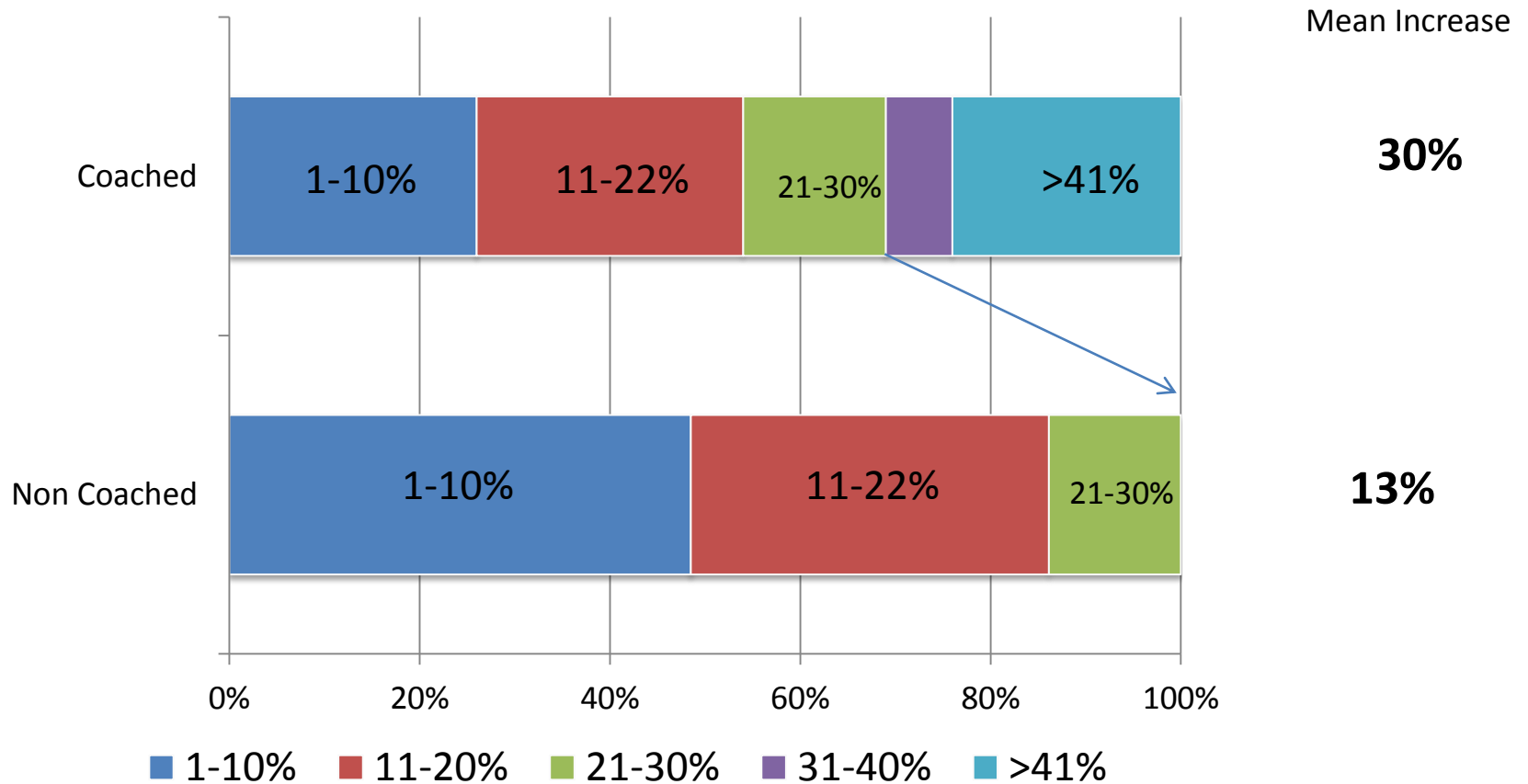
In the last 12 months, have your companies sales increased, remained the same, or decreased?



- **Three quarters** of Coached companies have **increased** their sales in the last year vs 42% for non coached companies.

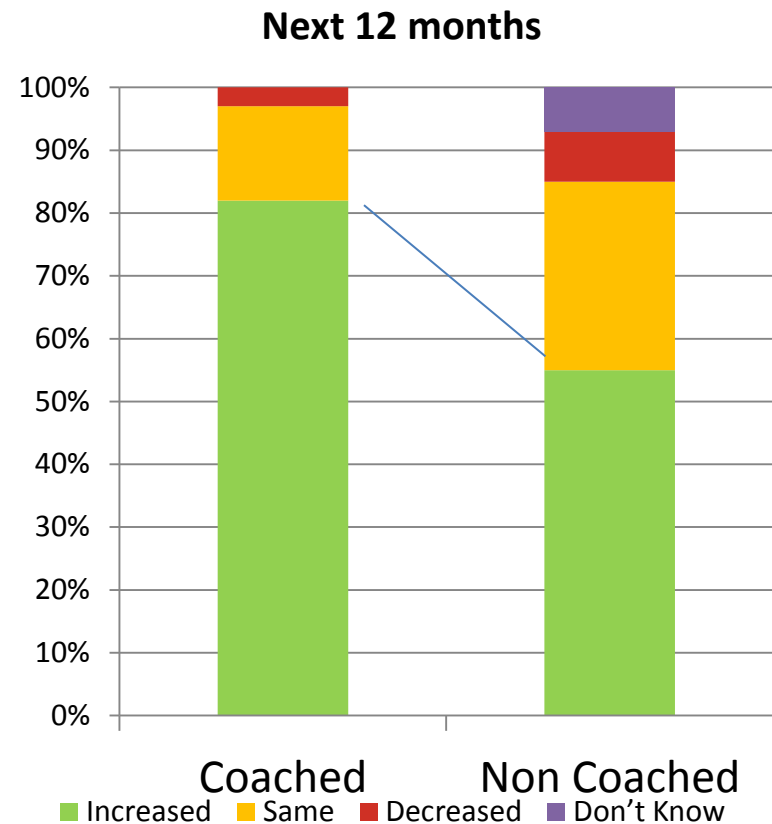
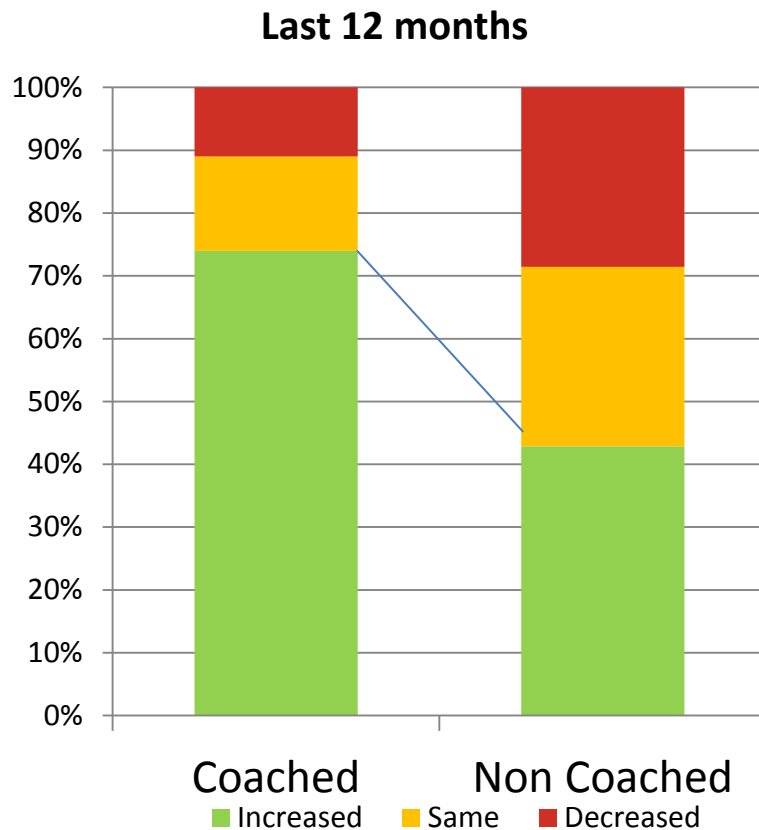
Approximately what was the % increase in sales during the last year?

- A quarter of coached businesses claimed a sales growth in excess of 41% - no non coached business claimed this high level of sales growth

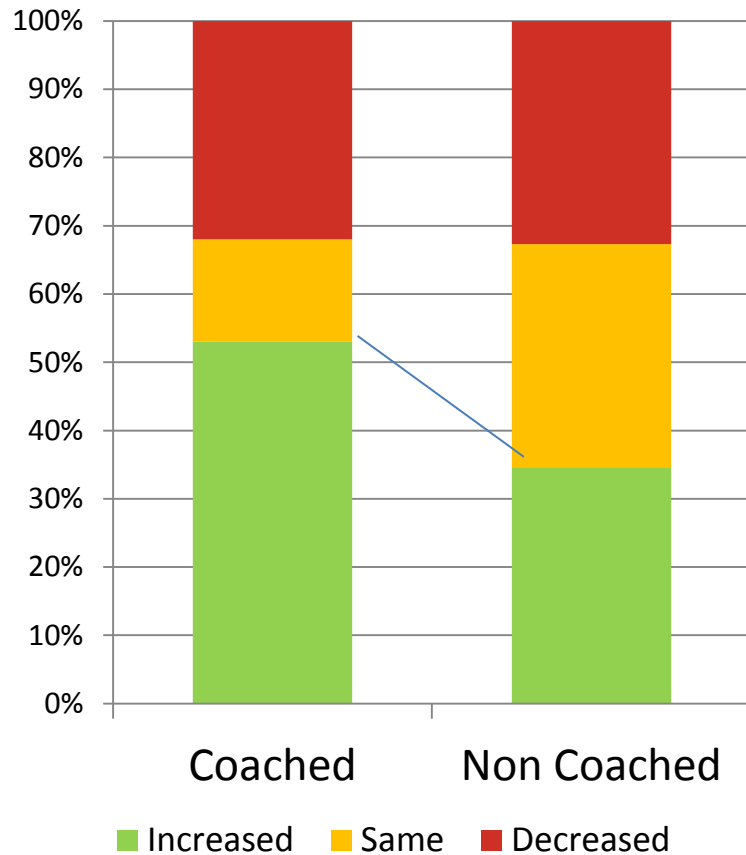


Do you expect a growth in sales in the coming 12 months?

The majority of coached clients (82%) expected to increase sales in the next 12 months compared to only 54% of non coached businesses



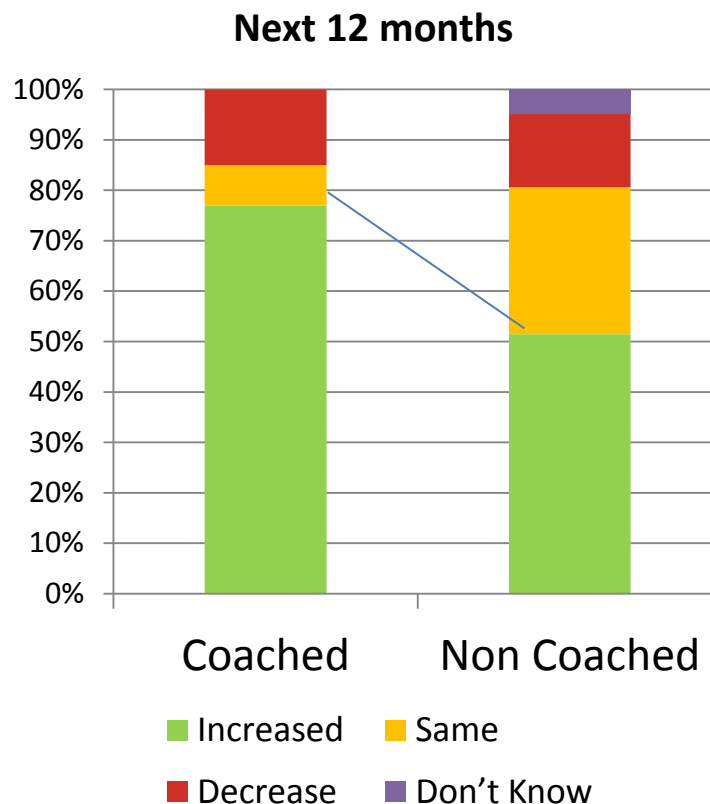
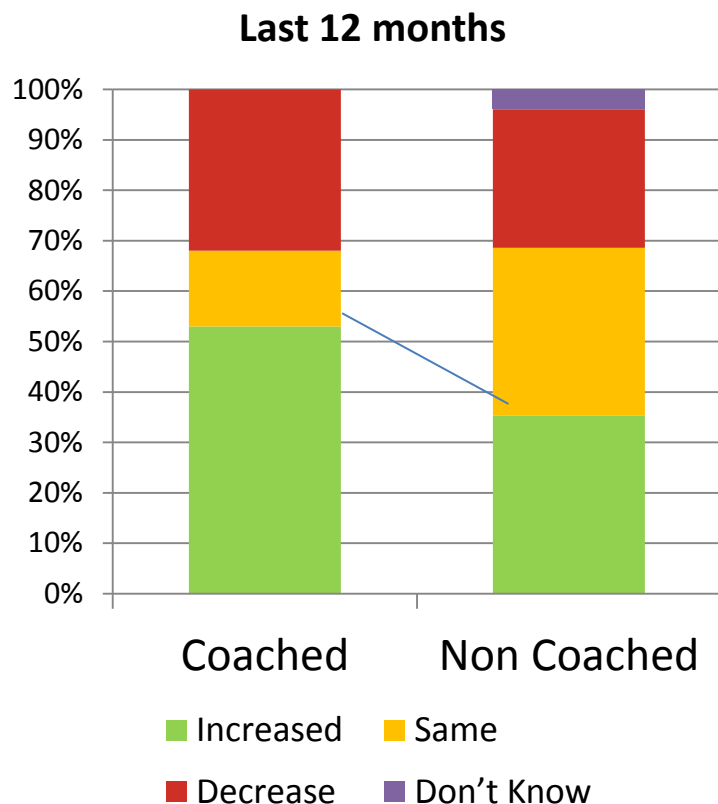
In the last 12 months have your profits increased, remained the same or decreased?



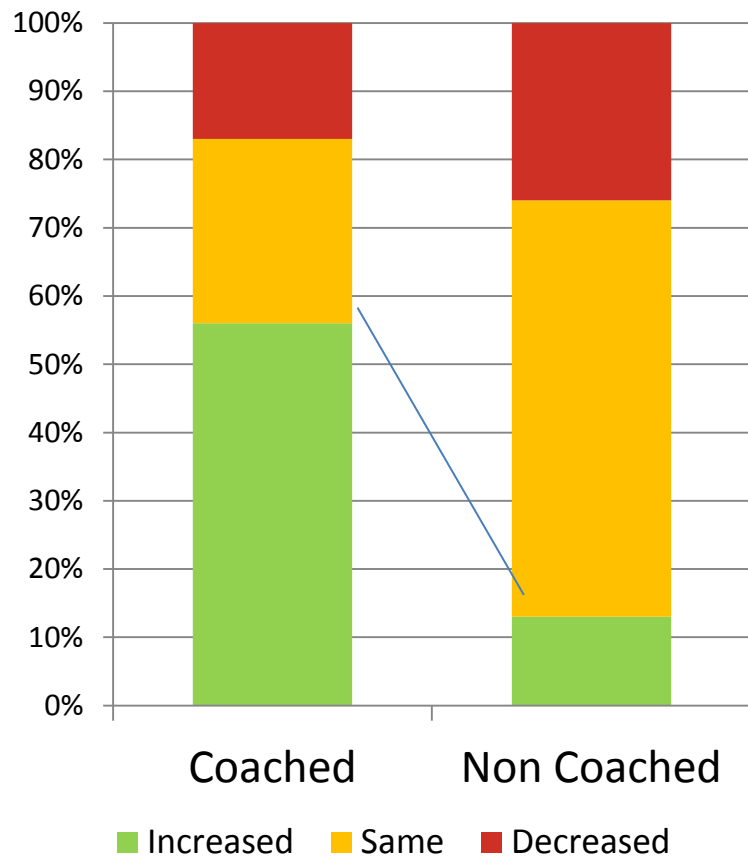
- Over half of coached businesses have increased their profits in the last 12 month compared to only a third of non coached businesses

Do you forecast your profit will increase, stay the same or decrease in the next 12 months?

- Three quarters of coached companies forecast profit growth vs half of non coached businesses

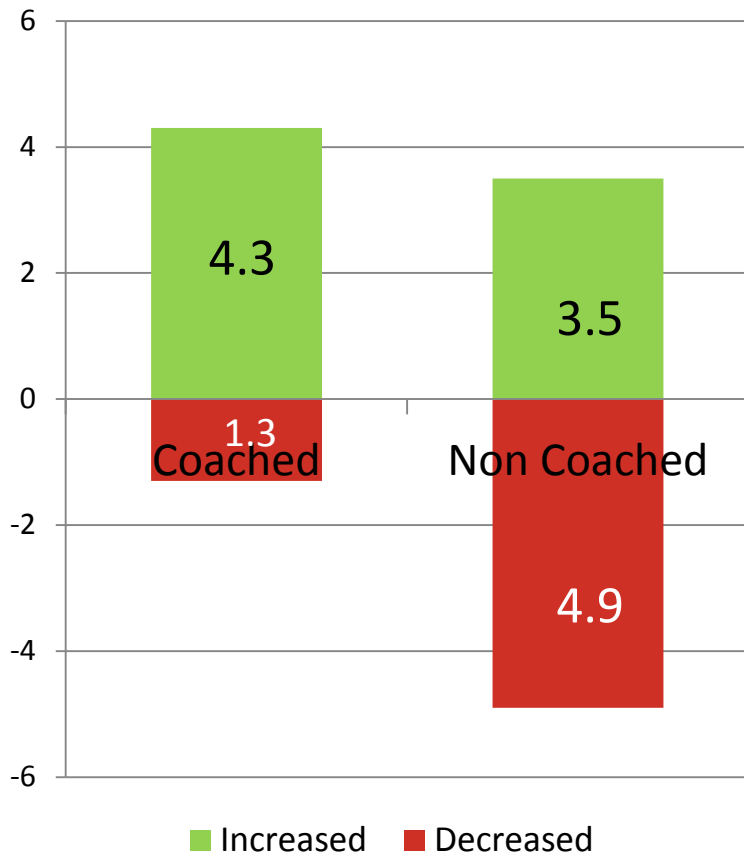


In the last 12 months, have your staffing levels increased, stayed the same or decreased ?



- Over **half of coached businesses** (56%) have **increased** their workforce compared to 14% in non coached

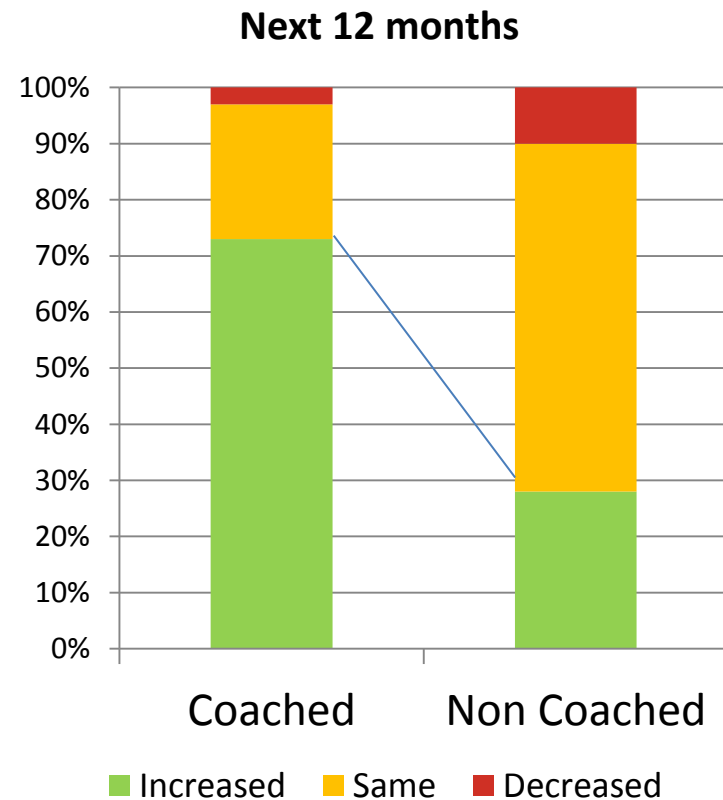
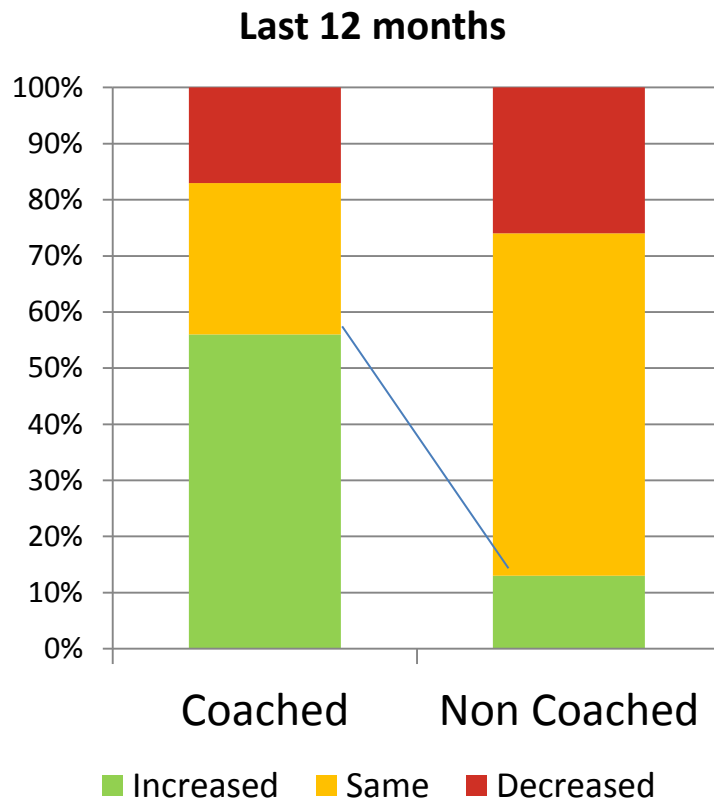
By how much have your staffing levels changed?



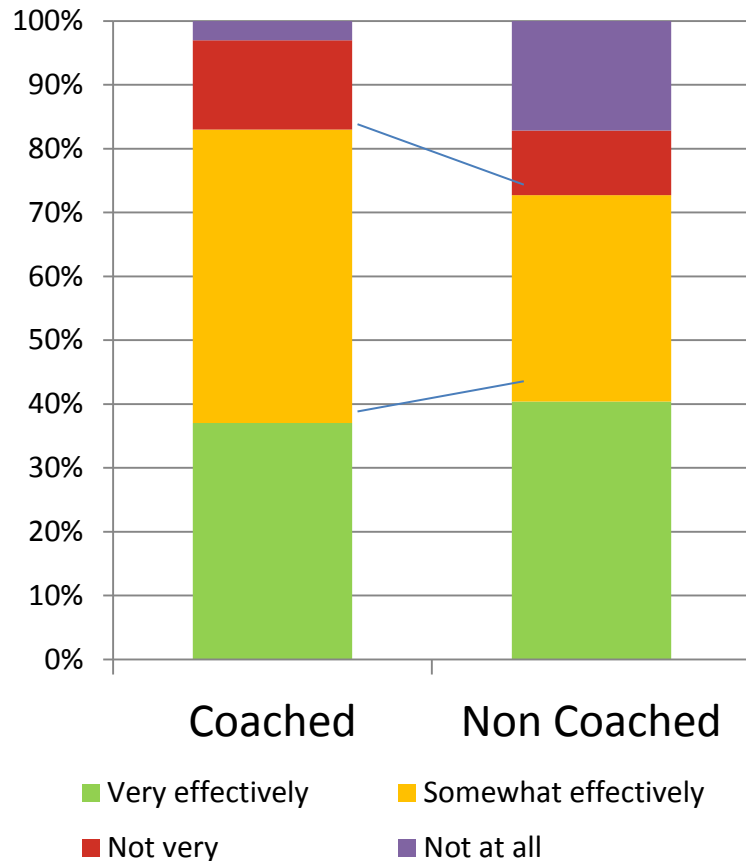
- On average a coached business has **employed 3 more people** in the last year vs a non coached business

Do you expect your workforce to increase, remain the same or decrease, in the next 12 months?

- **Three quarters of coached companies** expect staffing levels to rise next year vs only a quarter of non coached

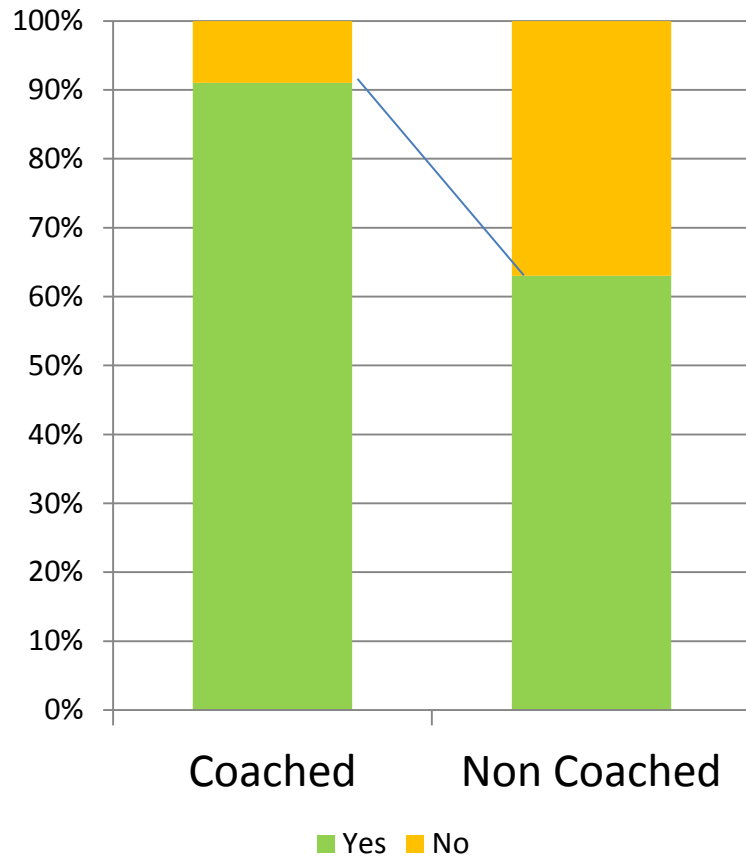


To what extent do you effectively set and measure KPI's within your business?



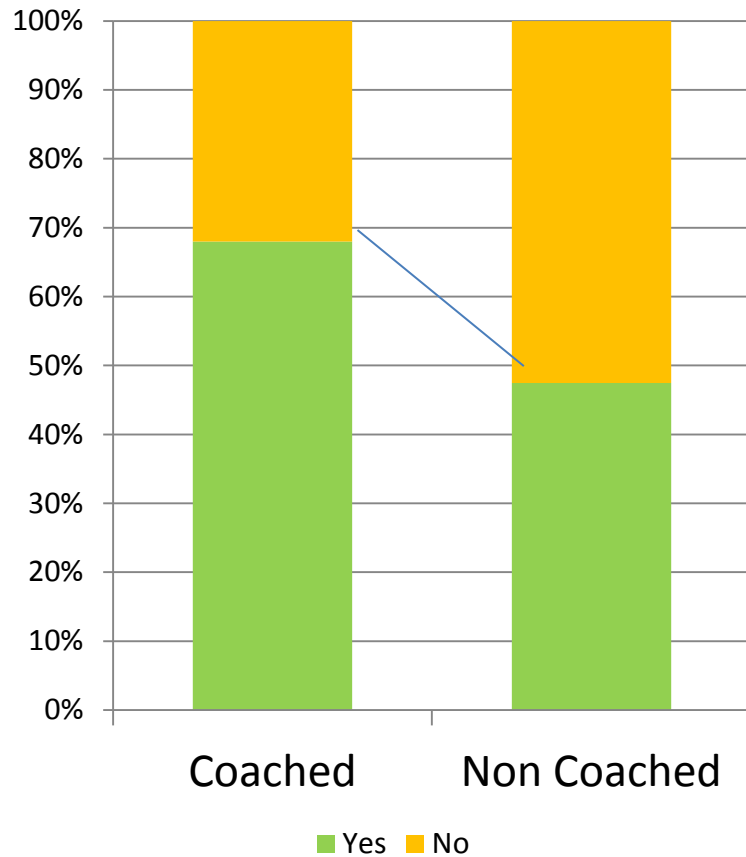
- Coaching creates an awareness of really having KPI's
- Businesses claiming to be more effective at setting and measuring KPI's were more likely to experience an increase in sales

Does your organisation have goals and targets set for the next quarter?



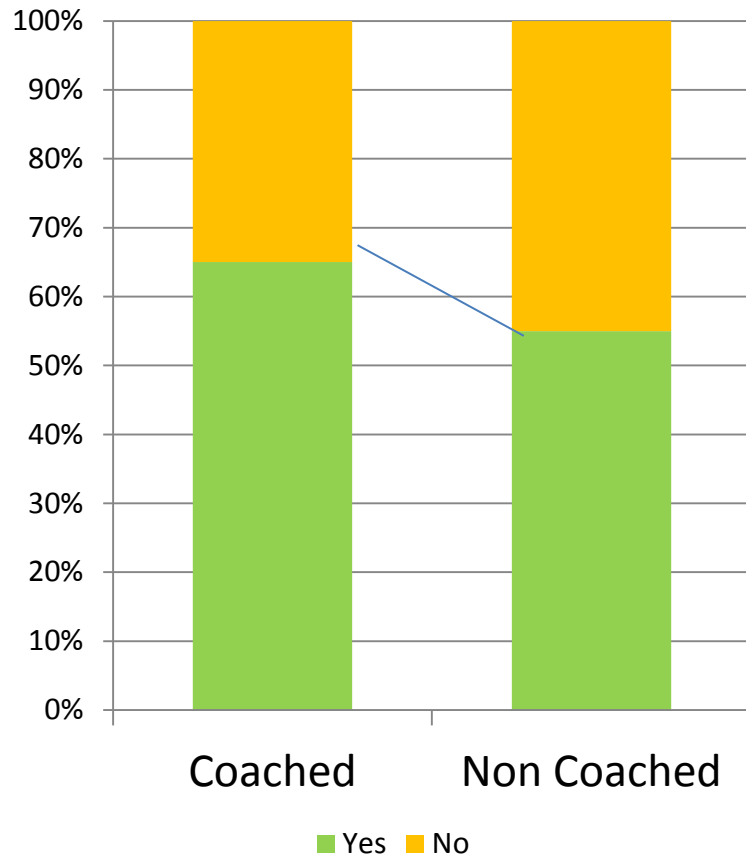
- Coached clients are crystal clear on setting 90 days goals

Do you have a written business plan?



- Coached clients are more likely to have a written business plan than non coached businesses

Do you have a 12 month budget in place?



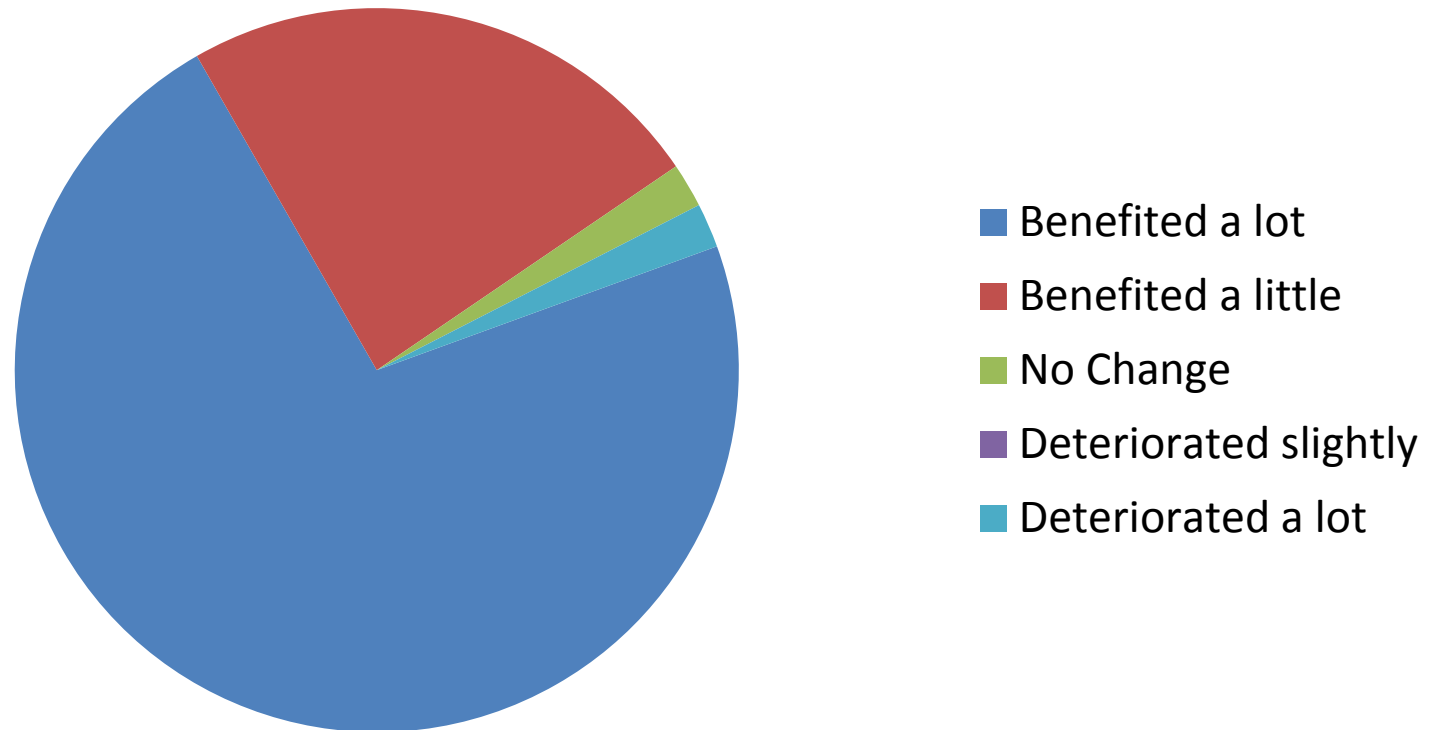
- And therefore also are more likely to have a 12 month budget in place!

To what extent do you feel you and the business have benefited from business coaching?

97% of clients reported to have benefited from their business coaching experiences.

97% said they would recommend coaching

Benefited from Coaching



SUMMARY

COACHING WORKS BECAUSE...

- Coached businesses outperform non coached companies by significant margins in every area especially in sales and profits.
- ActionCOACH clients have recruited more employees, made fewer redundancies and are more optimistic about future increases in their workforce
- Coached businesses were more likely to have enjoyed increases in sales and these increases have grown by greater percentages than non coached businesses
- Coached business owners are absolutely clear about their plans for the next quarter.
- They are less clear about their budgets, plans and vision for the future.
- However, coached business owners are more **confident** about the future of their company.
- **97% of coached businesses would recommend business coaching**