

# A study into the Impact of Business Coaching

Research Report in conjunction with  
Cogent Research & Analysis Ltd

13<sup>th</sup> June 2011

# Research Objectives

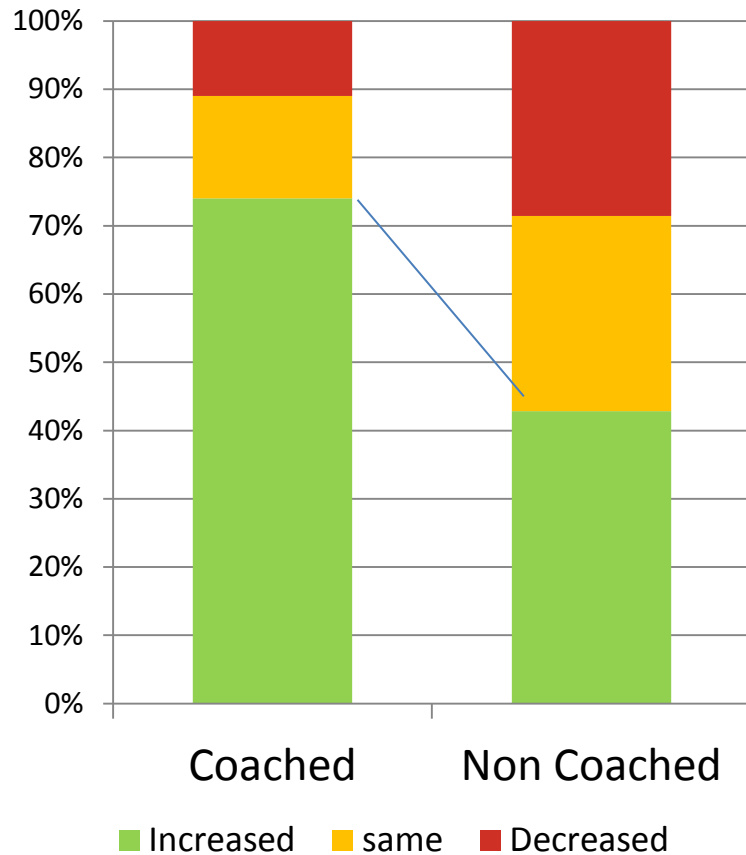
## Research Objectives

“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

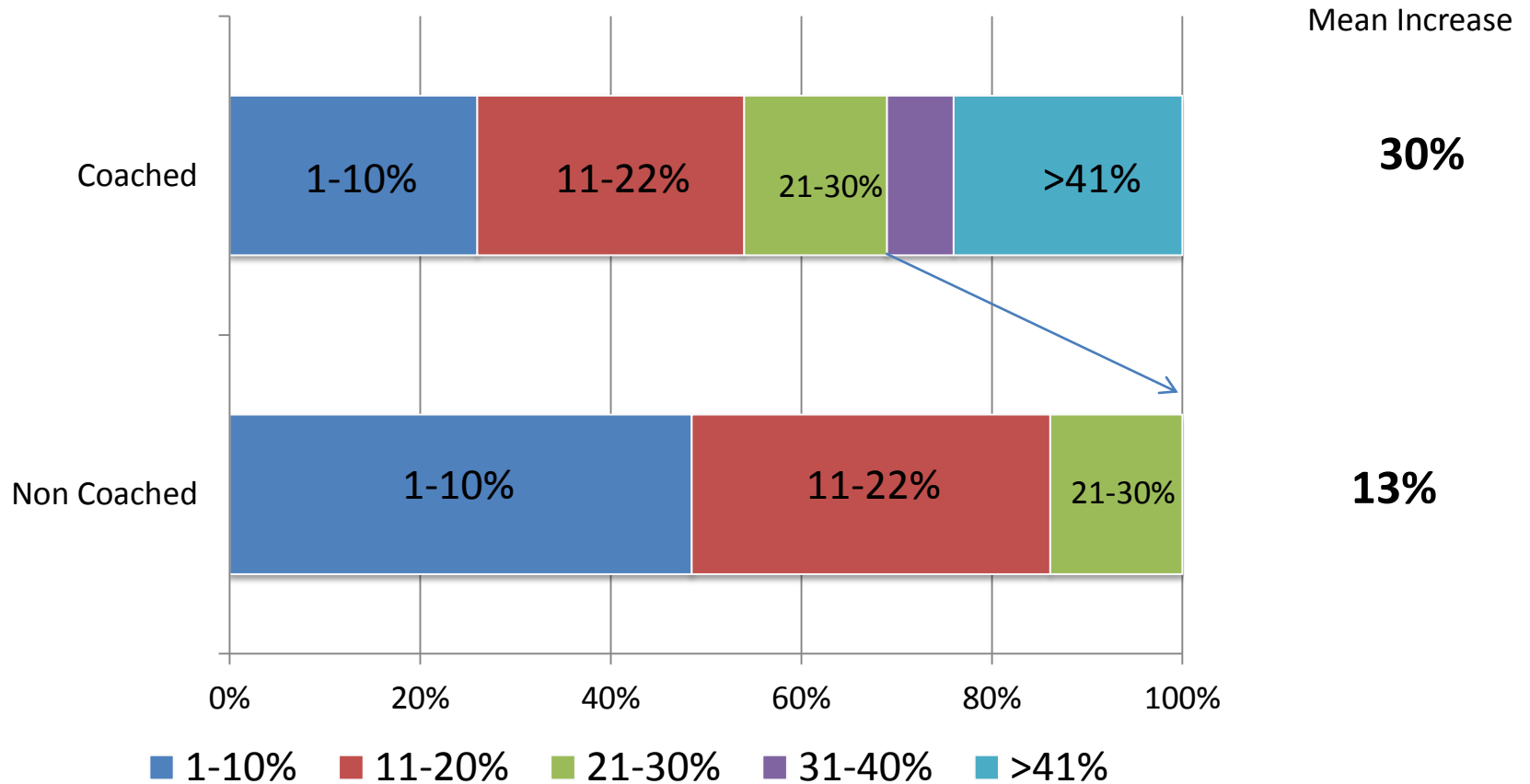
## In the last 12 months, have your companies sales increased, remained the same, or decreased?



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

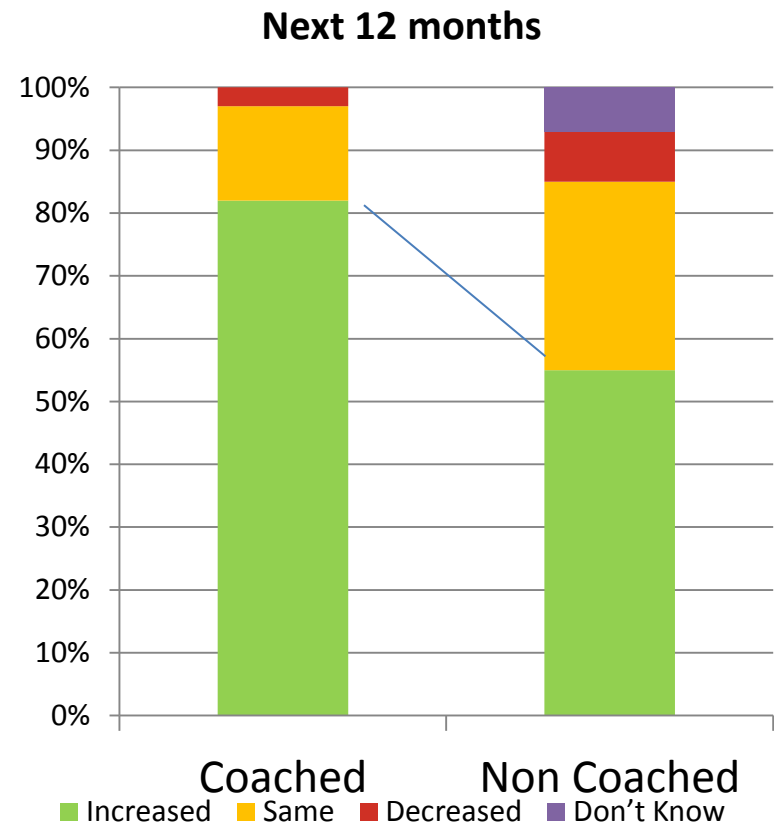
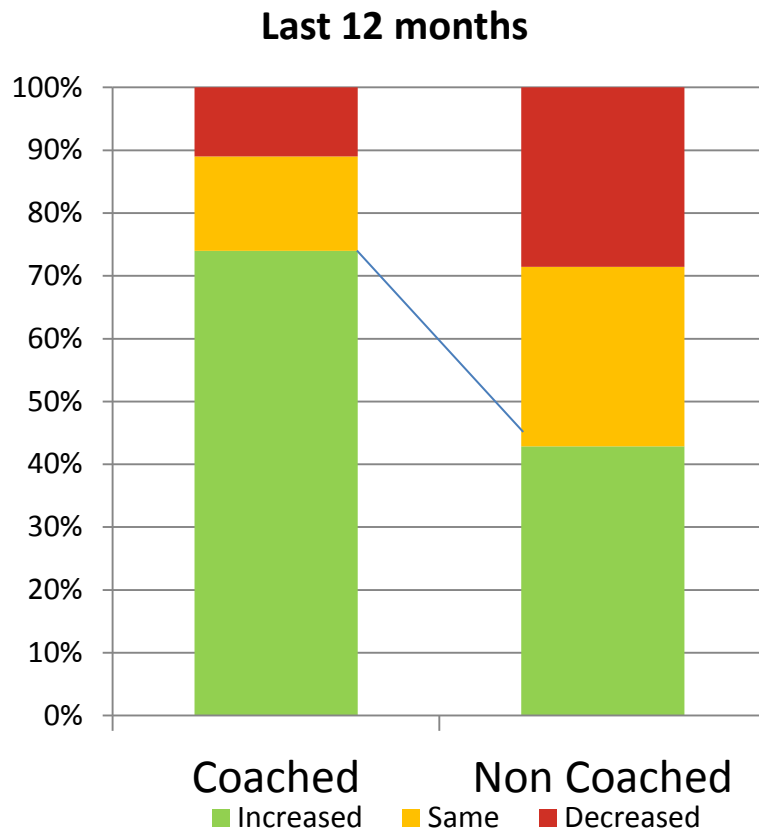
## Approximately what was the % increase in sales during the last year?

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

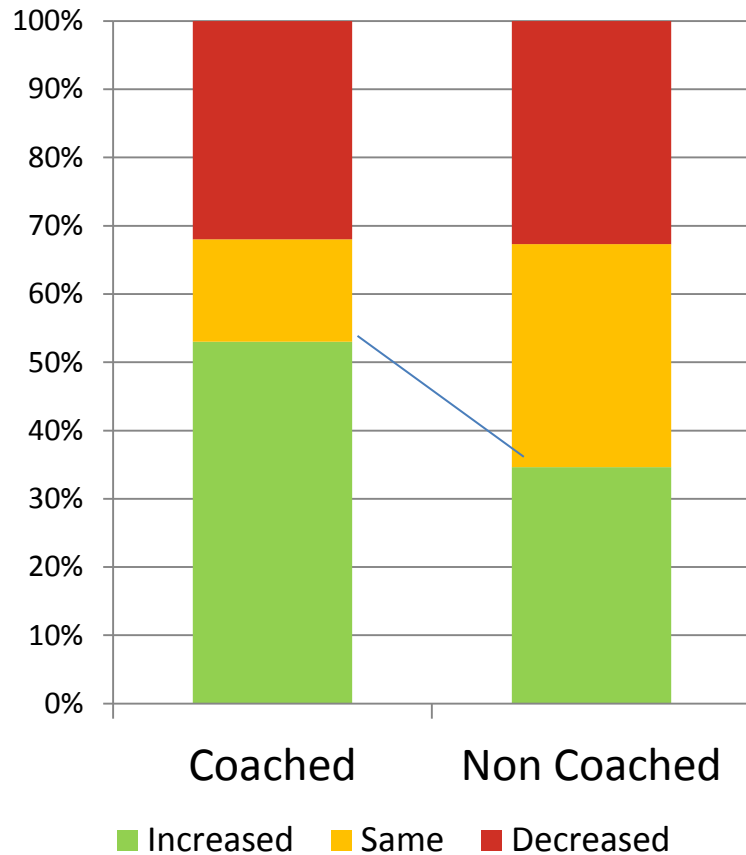


## Do you expect a growth in sales in the coming 12 months?

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



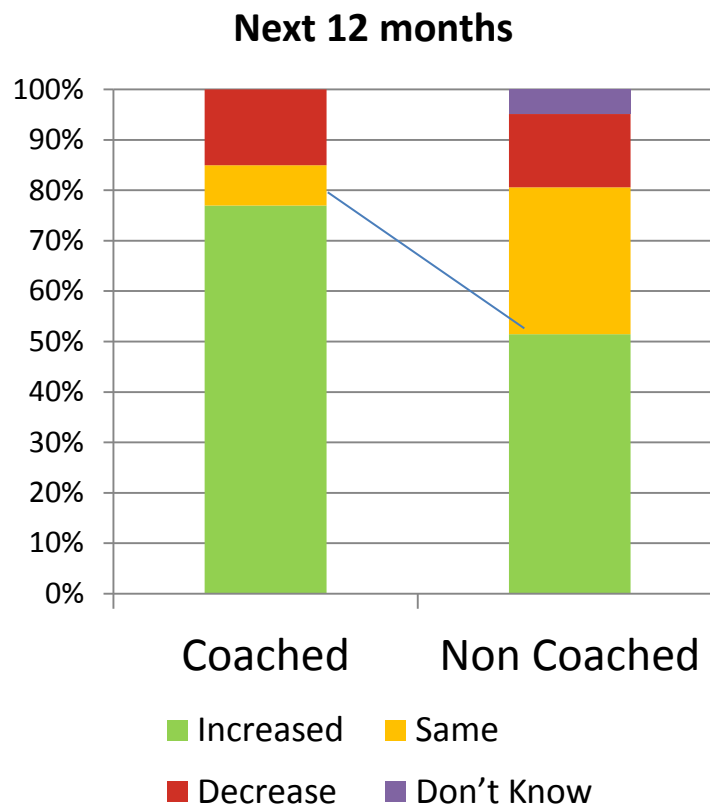
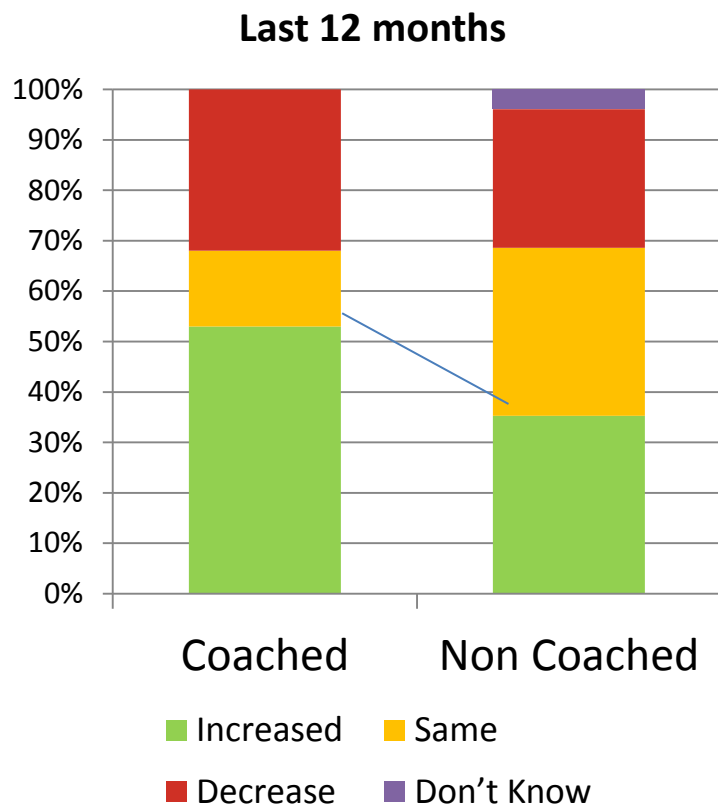
## In the last 12 months have your profits increased, remained the same or decreased?



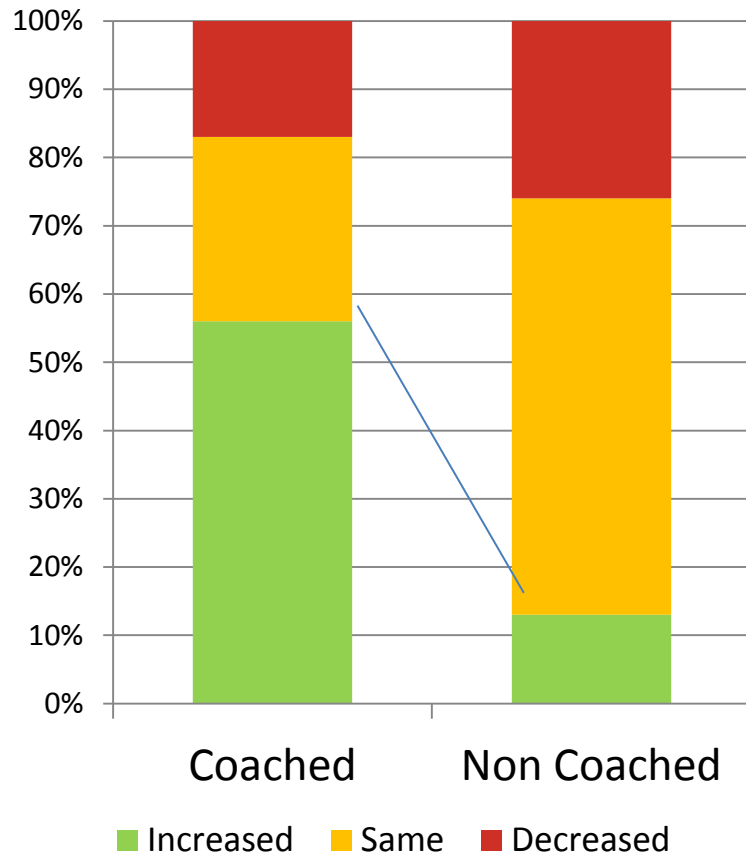
- Over half of coached businesses have increased their profits in the last 12 month compared to only a third of non coached businesses

# 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



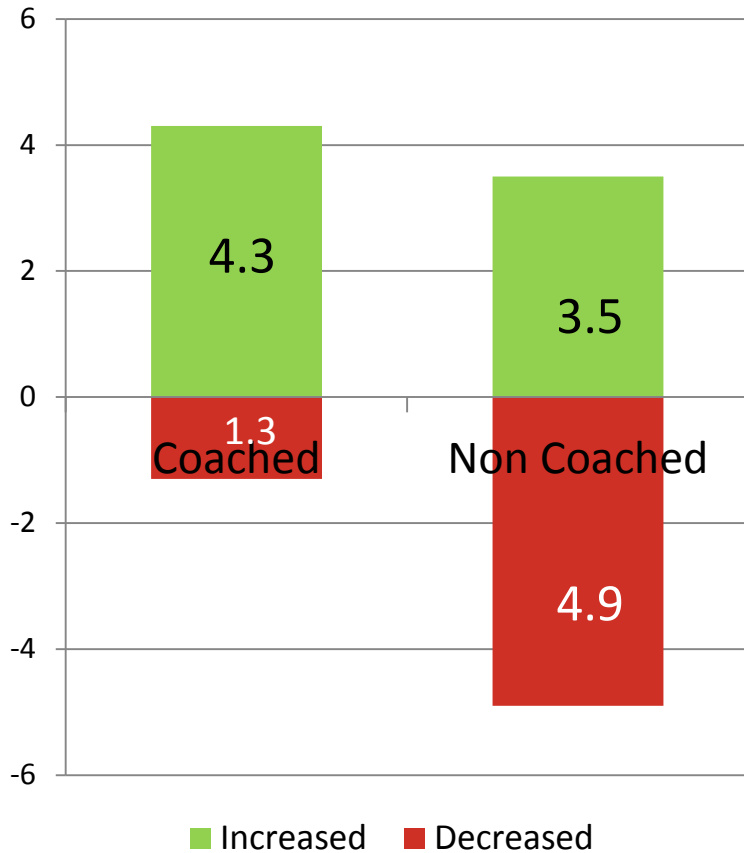
## In the last 12 months, have your staffing levels increased, stayed the same or decreased ?



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



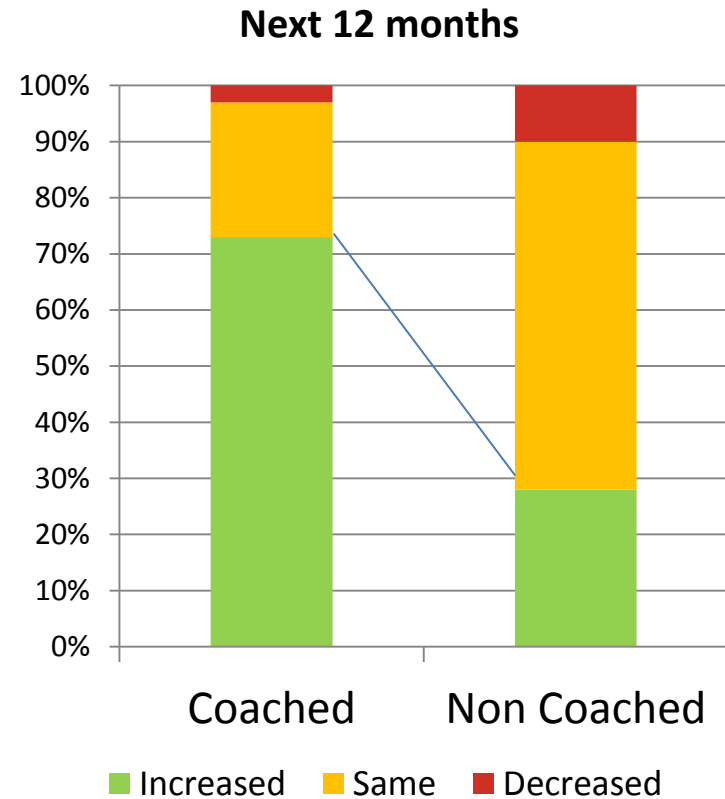
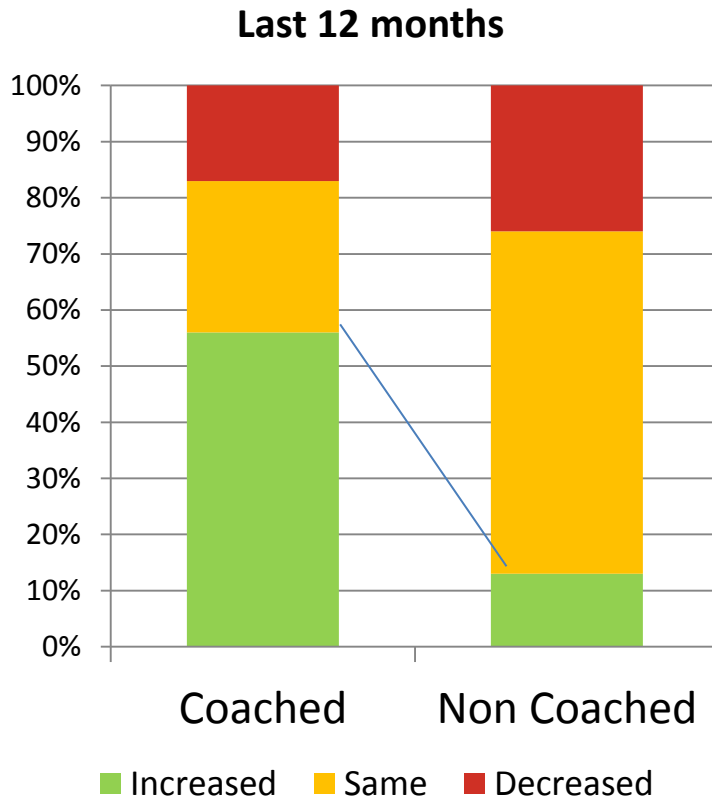
## By how much have your staffing levels changed?



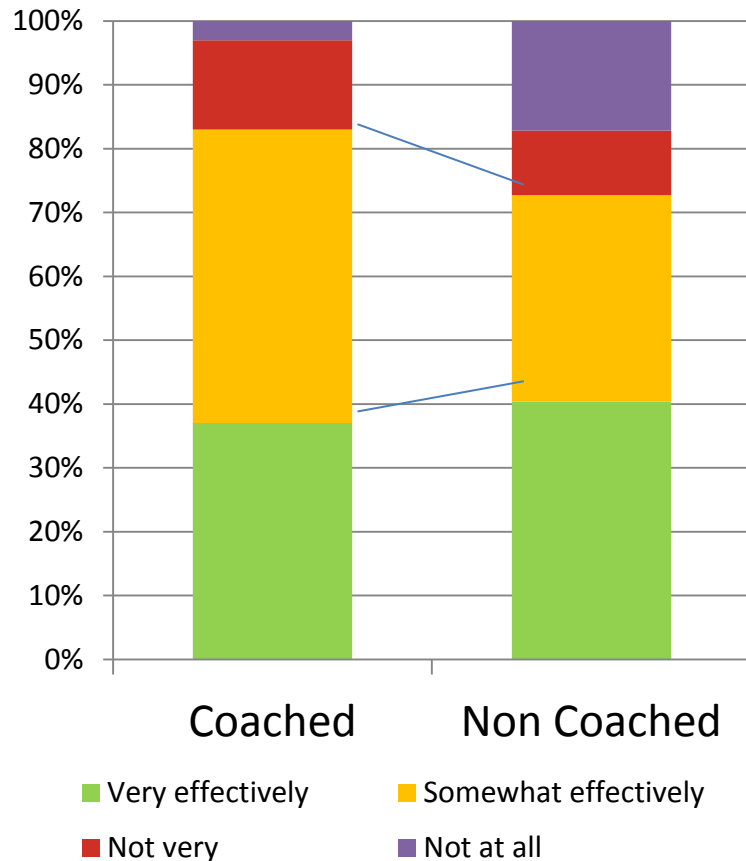
- On average a coached business has **employed 3 more people** in the last year vs a non coached business

# 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

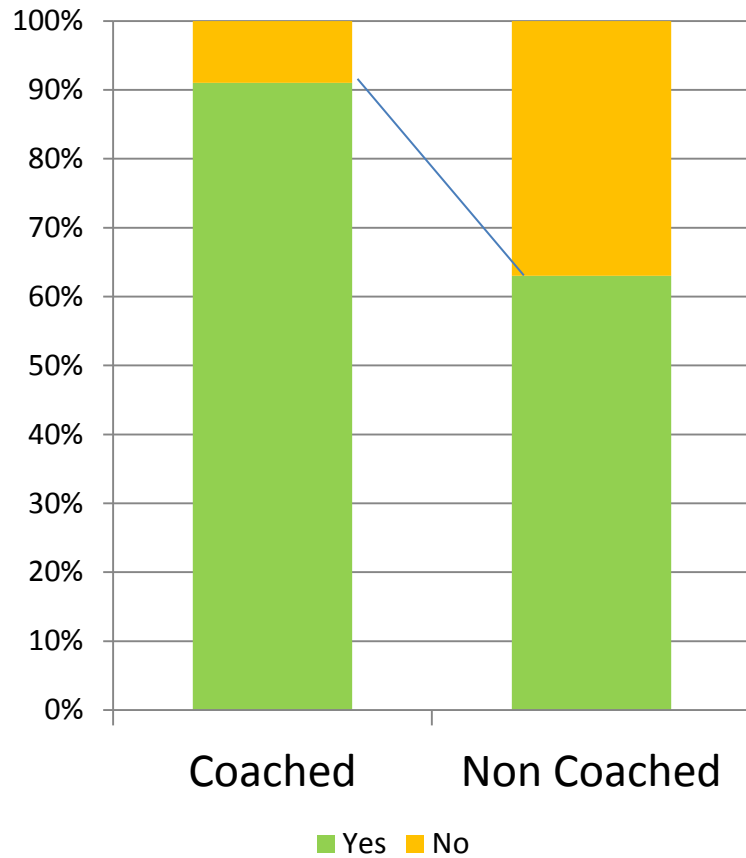


# To what extent do you effectively set and measure KPI's within your business?



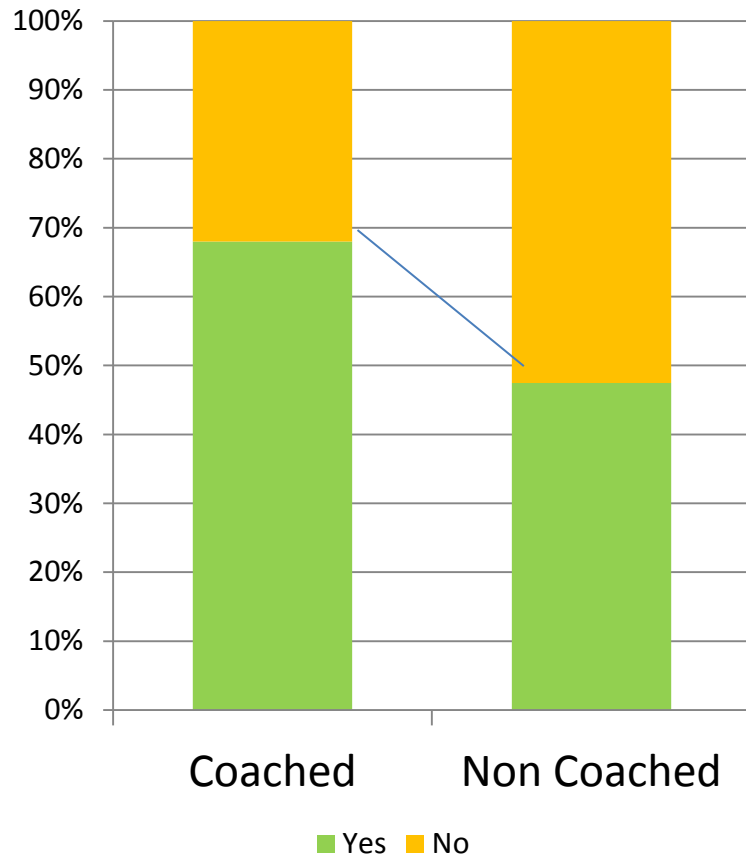
- Coaching creates an awareness of really having KPI's
- Businesses claiming to be more effective at setting and measuring KPI's were more likely to experience an increase in sales

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



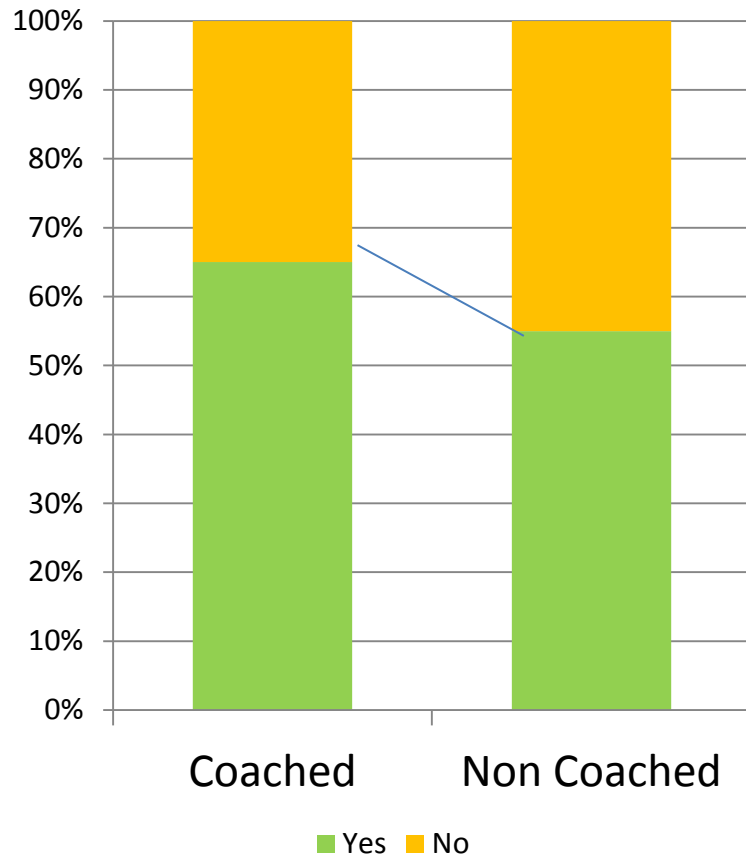
- Coached clients are crystal clear on setting 90 days goals

## 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?



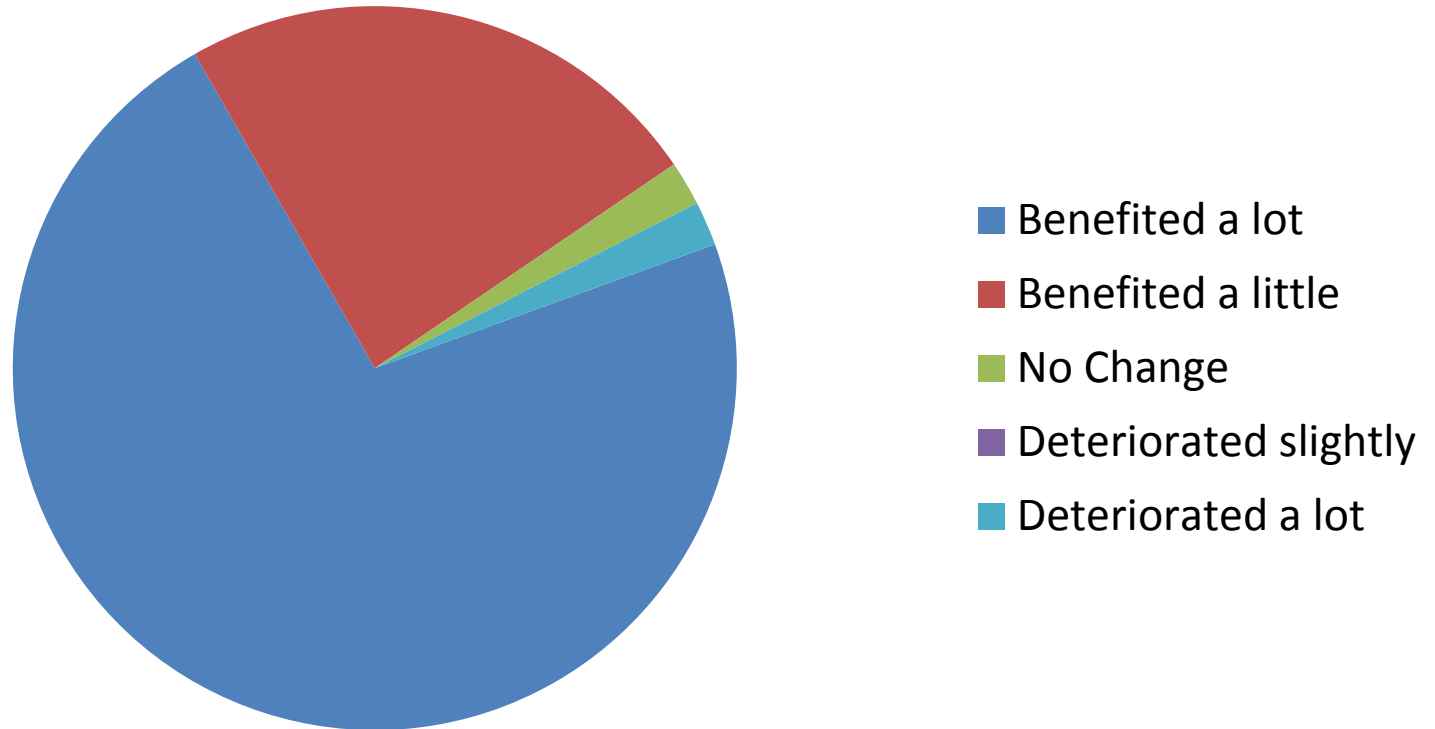
- And therefore also are more likely to have a 12 month budget in place!

## 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**