

The Effectiveness of Personal Coaching

What is executive (personal) coaching?

Nobody achieves success alone.

Organizations of all sizes and across all sectors retain executive coaches. Over [\\$1 billion per year](#) is spent on personal coaching, and it is expected to grow substantially in the next two years.

Personal coaching is no longer reserved for the c-suite. Organizations now understand that unbiased, experience, and external personal coaches help employees at all levels unlock their potential to reach their strongest potential which results in higher performance, engagement, retention, and revenue.

Career Matrix Group offers a conscious coaching model that holistically helps clients:

- maintain peak performance.
- expand self-awareness.
- strengthen their personal brand.
- hone leadership capacity.
- communicate to influence, build team trust, & collaborate.
- onboard or transition into a new role.
- make better decisions.
- navigate politics effectively.
- refine personal playbooks.
- manage their career path—authentically.
- master mental, physical, and spiritual balance.

What does the research say about effectiveness?

Source: [Associate for Talent Development](#)

- Fifty-eight (58) percent describe results from coaching as “excellent.”
- More than 40 percent describe results as “good.”
- 7 percent have seen results they would describe as only “fair.”
- 1 percent reported “poor” results.

Source: [College of Executive Coaching](#)

- An increase in productivity (by 53%)
- Increased customer service (by 39%)
- Increased retention of senior people (by 32%)
- Reduction in costs (by 23%)
- Increased bottom line profitability (by 22%)

Source: [Korn Ferry](#)

- 95% of respondents would recommend coaching to other staff members.
- 96% of organizations report individual performance improvement.
- 92% of organizations witness improvements in leadership and management effectiveness.
- Coaching assisted in the development of three main competencies:
 - a) leadership behavior (82%)
 - b) building teams (41%)
 - c) developing staff (36%)

What makes the best coach?

There are many individual coaches and firms. Each offer a different approach, experience, education, and certifications.

[Research shows](#) that the best path to improvement may come from *experienced coaches*.

- **Junior (two or less years of coaching experience)** report 51 percent of coaching results as “good” and 49 percent as “excellent.”
- **Veteran coaches (15+ years of experience)** report 23 percent of coaching efforts producing “good” results, and 76 percent producing “excellent” outcomes.

Our coaches.

Executives do not have time for theory alone. **Career Matrix Group** values education and certifications, but we find that letters alone behind a name cannot effectively relate to an executive’s challenges in the workplace.

Our coaches offer a minimum of:

- 15 years of “boots-on-the-ground” experience in leadership roles.
- a master’s degree (minimum)
- coaching credentials

Our pricing structure.

Career Matrix Group believes in democratizing coaching. It should never break your budget, yet it must remain accessible, high quality, and effective.

As a former HR executive, our founder, Susan Barens, sourced, retained, and managed coaching and leadership development partnerships with the “Big Consulting” firms. Those contracts costed millions, and 90 percent benefited the c-suite only. She knew there was a better way.

Career Matrix Group is different. We offer personalized, high-quality, and experiential executive coaching for everyone—without the “Big Consulting” firm fees.

This is our promise.

To learn more by contacting us: coaching@careermatrixgroup.com or (704) 388-6738.