New England College
School of Graduate and Professional Studies

Creating Coaching Programs: Navigating Success from One to Many

Coaching has a real ROI and it's larger than you might think. Now multiply that for each employee being coached and the return can be astronomical. Creating and aligning measurable goals and outcomes will comfort those who squirm at the "touchy/feely" stigma related to coaching.

Top performing companies have coaching programs and it's not just for the C-Suite. A coaching program ensures the coaches and the work they do are aligned and focused on the needs of the business, it's measurable, and it supports the individual. There's a strategic and practical aspect to a well-managed coaching program. An excellent coaching program allows for consistency in value and quality while allowing for the positive transformational results of coaching to shine. Let coaching be the growth fertilizer for change, rather than a money pit, by planning for and creating a program for success.

Starting and managing a coaching program has may challenges that can derail and defund it fast. It's business and it's personal. In this workshop we will describe and show how to integrate a coaching program into an organization. We'll review several models that can be customized to coaching various levels and needs. We will look at a variety of tools and real-life programs that you can adapt for a powerful and effective comprehensive coaching program. We'll show you ways to balance between confidentiality and measurability. Specifically, we will cover a variety of tools, including 360 feedback tools. We'll demonstrate how to make coaching goals measurable and track them. We'll get specific about hiring, pay rates, and internal versus external coaching.

Coaching Program Workshop

Professional coaching focuses on setting goals, creating outcomes, and managing personal changes. The average duration of a manager's coaching engagement is 4-6 months. Coaching benefits most in business settings when it is managed like a project. This workshop will address the challenges in bringing coaching to businesses and show how to setup and run coaching and coaching programs. Here are some of the benefits of a coaching program:

- Support of and fast-tracking business goals by being aligned
- Vehicle to change organizational and team culture
- Career growth
- Consistency for scalability and repeatability
- Measurements, establishing baselines
- Focus areas for performance improvements
- Accountability
- Visibility and awareness of critical intangibles

Topics Covered

- Benefits, Challenges of Coaching, and Coaching Programs
- Creating and improving coaching programs
- Ten ways to measure a coaching program's ROI
- Internal versus External Coaching pro's and con's
- Industry Trends in Coaching
- Four Step Coaching Lifecycle with responsibilities and accountabilities at each step
- Making intangibles visible for measurement, baseline, and tracking
- Challenges and nuances of various coaching programs
- Coaching tools you can use and adapt, including pros and cons of 360 feedback tools

Agenda

Introductions

What and why of coaching and coaching programs

Coaching versus Training

Coaching for Executive to Individual Contributors

How to measure ROI

- What is coaching program, what's in and out, and examples of real ones
- When to start a coaching program and getting buy-in
- How to find and hire coaches (internal versus external)

The Coaching Process

- The coaches bench – certification, training, experiences, pay scales
- Contracts and agreements with coaches
- Coaching Program Framework – hourly or fixed price
- Ensuring alignment to the business

The Coaches

- Matching coach to client
- 360 Feedback and other coaching tools
- How to report, track and measure the success of coaching

Industry Trends

Wrap up

- Your Next Steps