



Summary: A view of executive coaching

Conclusion: Through the use of the “Empathic Organic Questionnaire” to measure coaching, clients would report behavior change on those behaviors identified at the outset of coaching.

Reference: **Measuring Executive Coaching Efficacy? The Answer Was Right Here All the Time** by Orenstein, R. L., Consulting Psychology Journal: Practice and Research, Vol. 58, No. 2, 106-116.
Email Tom Philp, M.S. at tphilp@batrushollweg.com for a copy.

Why this Article is Important: Executive coaching is no longer a fad. In fact, it is now accepted and widely used as an extremely successful tool for developing high performers in most organizations. As such, it's extremely important for practitioners of executive coaching to understand how to empirically measure their coaching outcomes. From these measurements, coaches can continually refine and improve their approach and processes.

Major Findings: Paired sample t-tests results from the 40 item survey demonstrated that those behaviors targeted for change at the beginning of coaching were in fact rated to be the highest changed behaviors from 20 respondents within the clients organization. This supports the hypothesis that a well-constructed and administered survey, designed in conjunction with the organization, can empirically support the identified goals of executive coaching.

What does it mean to you?

- a. Executive coaching can be a significant tool for developing leaders at all levels in your organization.
- b. Pre-identified behaviors can be measured and empirically tested through a well-designed instrument that provides support for coaching outcomes.
- c. As more empirical support for executive coaching gets published, this increases the buy-in and selling factor for those trying to implement it within their organizations.