

Aspire Consulting, Ltd.

Aspire... Higher



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Developmental Coaching for Success

The profession of coaching continues to emerge and mature. There has been a great shift over the past 10- 15 years as it is becoming the recognized way to develop potential and maximize the value of your human resources, as opposed to just a way to save or transition underperformers out of the company. Coaching is being used at many levels of organizations, with external coaching twice as likely to be linked to success as internal coaching.

Still, the definition of what constitutes a coach and coaching remains unclear. A Google search for executive coaching returned 37 million hits, and for corporate coaching 62.7 million hits. There is currently little standardization in certification, training or approach.

It is difficult to access the true size of the industry because of the confusion and overlap, however it is estimated to be over 1 billion dollars. Is it money well invested? There is a small and growing body of evidence that coaching works. Here are a few facts:

- A large company in the hospitality industry reported saving between \$30 million and \$60 million by coaching its top 200 executives.
- In one recent study of coaching clients, 28% stated that they had developed enough to boost quantifiable job performance in sales, profits or productivity by between \$500,000 and \$1 million.
- MetrixGlobal LLC's, study determined that participants received an average return of \$7.90 for every \$1 spent on executive coaching.
- In another study by MetrixGlobal of 30 people involved in Executive Coaching in a Fortune 500 firm reported a 529% return on investment and significant intangible benefits to the business.


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Aspire Consulting

Aspire believes that individuals and organizations have the capacity to discover and use their unlimited potential to create and sustain success. We assist companies in developing their employees to leverage their strengths and in turn drive measureable long term results.

[What our customers are saying...](#)

We always start with a no cost consultation. To find out about how the Aspire Advantage can help you, [let's talk.](#)

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Did You Know?

According to " Coaching: A Global Study of Successful Practices", by the American Management Association:

- 88% of companies are planning to maintain coaching as a benefit at their current level or greater
- 60% of those companies plan on increasing the use of this benefit in the coming years
- Coaching as a benefit is increasing at all levels including all employees, supervisors, managers and senior leadership

"In Developmental coaching, the coach has no attachment to the outcome except to assist the person being coached to dig deep and understand and examine their values, and then to apply those values to their life and decision making using the concept of "right action". It is defined as the right people doing the right things at the right time, in the right way, for the right reasons to get the right results. Many struggle with those components, leaving the sum less than desirable.

It is amazing the answers, actions and results that we have seen when right action is applied, and research is backing up the use of a developmental coach to gain success in this transformative way.

[More Info on Coaching](#)



In their own words...

"Life is like riding a bicycle. To keep your balance you must keep moving." - Albert Einstein

"Obstacles are those frightful things you see when you take your eyes off the goal." - Henry Ford

"The man who moves a mountain begins by carrying away small stones." - Confucius

"To accomplish great things, we must dream as well as act." - Anatole France

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- External coaching is most often used at the senior level
- External coaching is nearly twice as likely to be correlated with success as internal coaching AT ALL levels

[More Info on Executive Leadership](#)



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