

# Blanchard's Professional Coaching

## A Sound Investment

Any way you slice it, the data is clear.  
Coaching brings substantial financial returns.



Productivity Increased  
**FROM 22% TO 88%**

when coaching was used to supplement training.<sup>1</sup>

## Reported Improvements<sup>2</sup>

**80%** Self Confidence

**70%** Work Performance

**73%** Relationship Management

**61%** Business Management

**72%** Communication Skills

**51%** Team Effectiveness

**50%**

of those who have not  
participated in coaching  
desire to do so

**94%**

of clients who had a  
certified coach report  
being somewhat to  
very satisfied with  
their experience

**96%**

of coaching clients say  
they would repeat the  
coaching process



ROI AVG:

**5.7X the Investment<sup>3</sup>**



## Blanchard Coaching

### 125 ICF-Certified Coaches

Our coaches are highly successful with a variety of clients and have a keen understanding of organizational dynamics and management skills.

### Large-Scale Initiatives

As the original pioneers of leadership coaching, we have been leading large-scale initiatives for 20+ years.

### Countries & Languages

We have global reach with coaches who are in 33 countries and speak 28 languages.

### Blanchard Content

We leverage our highly regarded Blanchard leadership research and training resources to support our clients in reaching their goals.

### In-house Experts

The heart of our organization, our expert researchers and authors create original and cutting-edge leadership content.

### High-Touch

Expert high-touch engagement management to ensure the highest-quality coaching experience.

**blanchard**

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<sup>1</sup> Executive Coaching as a Transfer of Training Tool: Effects on Productivity in a Public Agency, Public Personnel Management, December 1997,

<sup>2</sup> ICF Global Coaching Client Study, International Coach Federation, April 2009, <sup>3</sup> Maximizing the Impact of Executive Coaching, The Manchester Review, 2001