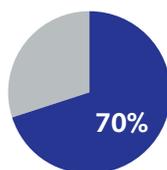


Why YOU Need a Professional Coach

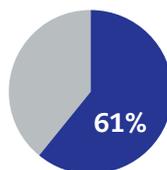
As most companies are tightening their belts, they seek better results with fewer resources. Coaching has become a significant trend in leadership development because it delivers results by increasing effectiveness and empowering employees. The economic climate doesn't have to be a binding reality, so instead of struggling start thriving. Here are four reasons why you could benefit from a professional coach.

1. Increased Productivity

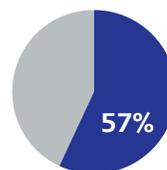
Professional coaching explicitly targets maximizing potential and in doing this unlocks latent sources of productivity. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience.



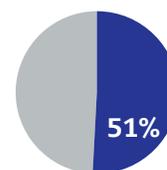
Improved Work Performance



Improved Business Management



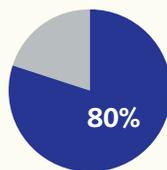
Improved Time Management



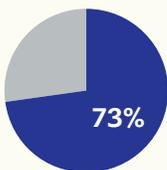
Improved Team Effectiveness

2. Positive People

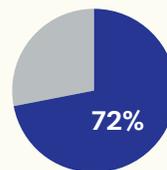
In the face of uncertainty caused by workforce reductions and other factors, expectations of employees are very high. Restoring self-confidence to face the challenges is critical to meet organizational demands.



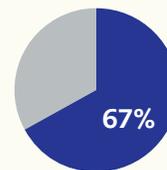
Improved Self-Confidence



Improved Relationships



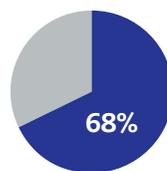
Improved Communication Skills



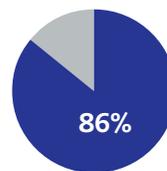
Improved Life/Work Balance

3. Return on Investment

The coach-client relationship generates learning and clarity for forward action with a commitment to clear measurable outcomes. Coaching offers a good return on investment for individual clients and offers a significant return on investment for companies.



Individuals that made back at least their investment



Companies that made back at least their investment

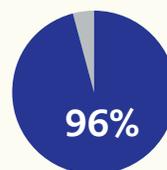
of the 86%, 28% saw an ROI of 10 to 49 times the investment and 19% saw an ROI of 50 times their investment

4. Satisfied Clients

Virtually all companies or individuals who hire a coach are satisfied. If your company is not thriving, coaching is an effective catalyst for change.



"Somewhat" or "Very Satisfied" with overall experience



Would repeat the process

Source: 2009 ICF Global Coaching Client Study



How to Start the Search

The process of selecting a coach among the vast network of professionals operating around the world can seem overwhelming. To aid in the procedure, all International Coach Federation (ICF) Credentialed coaches are searchable through the online directory, and the ICF Coach Referral Service (CRS) is a tool to help start the search. CRS is a free public resource that allows clients to tailor their search for a qualified coach based on specific criteria, be it the coach's professional experience and direction, or a certain coaching method or language preference.

When in the process of selecting a coach, clients usually interview three different coaches to find their perfect match. They will ask a specific set of questions relating to their requirements and look at the coach's experience. Ultimately, the client has to find confidence in a coach, while at the same time the chemistry also has to be right. The personality between client and coach doesn't have to match –sometimes opposite personality types will bring the best results.

Why Choose an ICF Credentialed Coach?

An ICF Credentialed coach has completed stringent education and experience requirements and has demonstrated a strong commitment to excellence in coaching. They have fulfilled coach-specific training, achieved a designated number of experience hours, and have worked with a Mentor Coach.

The ICF's rapid expansion indicates worldwide recognition of the value of ICF Credentialed coaches. According to the *2010 ICF Global Consumer Awareness Study*, clients were more likely to be satisfied with their coaching experience and recommending coaching to others when they worked with an ICF Credentialed coach.

For more information visit coachfederation.org.