

Lisa Ann Edwards

ROI of Coaching Thought Leader



Lisa Ann Edwards, leading expert in the field of coaching, possesses a unique skill-set — cultivating excellence in others while delivering tangible results. Her specialized ability to provide measurable return on investment for clients has demonstrated upwards of 251% ROI, and lifted employee engagement nearly 20%.

Lisa is the globally acknowledged pioneer and thought leader on Coaching with ROI, a methodology she developed specifically for coaches to deliver measurable and tangible results in a traditionally unmeasured space, elevating the perception, impact, and importance of coaching worldwide.

A featured speaker at 60+ universities and professional associations around the world, Lisa has presented to noteworthy audiences including: Columbia University, International Coaching Federation's tour of India, Executive Leadership of Training Magazine's tour of China, the World Business and Executive Coach Summit's (WBECS) Conference, The Conference Board and International Coach Federation Global Conference, and more. She has trained more coaches how to measure, evaluate, and demonstrate the monetary impact of coaching than any other.

As a globally respected collaborator, author, speaker, and educator, Lisa has partnered with WBECS, the renowned authority on executive coaching, to bring CoachingWithROI.com to internal and external coaches, worldwide. She has developed a robust portfolio of over 70 tools for coaches to use to measure and communicate coaching performance, with 98% positive participant feedback and likelihood to refer others to her programs, and has educated over 10,000 coaches globally. She drives authentic and evidenced change in people and organizations, with a client roster comprised of a celebrity CEO, Fortune 500 companies, and globally recognized giants in technology, aerospace, travel, financial services, education, consumer products, pharmaceuticals, and more.

Lisa has changed the landscape of coaching as a result of her diverse background in science, business, and psychology. Research driven, her graduate degree in Experimental Psychology nurtured a meaningful foundation for study and analysis of human behavior. During her studies, she conducted research on individual differences in emotional understanding and expression. Lisa's current research is focused on understanding how people become catalysts of change in the workplace, and the primary levers for success in coaching. Her education, and research are met with her keen business experience and acumen. These three disciplines fostered her groundbreaking developments in coaching with ROI.

FORMAL EDUCATION

Masters in Science
Experimental Psychology
Southern Methodist University

Bachelor of Arts – Psychology



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For over 18 years Lisa has been coaching individuals in effecting positive change. Her expertise in talent development is based on more than 15 years' experience in the printing and publishing, media and technology industries, as well as her consulting work with Fortune 500 companies. As head of Talent Management for Corbis, a Bill Gates' privately owned global media company, Lisa designed and implemented leadership development and coaching programs to establish talent engagement and improve retention, while cultivating a talent pipeline.

Lisa has authored, co-authored or contributed to nine books related to coaching, talent management and development as well as measurement of the impact of coaching, and has authored/contributed to over 15 publications, translated into more than 4 languages.

Lisa's passion to help others succeed extends from her professional life to her personal. She has created coaching programs for women transitioning out of poverty, homelessness, domestic violence, and prison, and continues to be a mentor for emerging coaches in their professional development. Her current pro bono work includes evaluating the impact of the International Coaching Federation Foundation's coaching work in collaboration with the United Nations.

PUBLICATIONS

Coaching with ROI Interview, Affaritaliani.it, October 2017

La vinculacion de objetivos de coaching con el valor monetario es relativamente facil, AECOP Magazine, Julio 2017

VI Workshop AECOP Coaching with ROI, AECOP Magazine, Julio 2017

Creating an Internal Coaching Program, ATD Press, 2014

ROI of Social Media, ICF Coaching World, February 2013

Para que medir el ROI del Coaching?, Jornadas Profesionales del Coaching, November 2012

Measuring ROI, ICF Coaching World, November 2012

Coaching O Retorno, Melhor, Augusto 2012

How to Start Reporting ROI, ICF Coaching World, May 2012

Self-Coaching: What is it and does it work?, ICF Blog, May 2012

Mais Caro Do Que Parece, Melhor, Augusta 2011

Reporting ROI, ICF Coaching World, May 2011

Heart of Coaching, ICF Coaching World, April 2011

Measuring Reaction and Learning, ICF Coaching World, March 2011

Aligning the Coaching Relationship, ICF Coaching World, February 2011

Why Measure ROI?, ICF Coaching World, January 2011

Keep Looking Up, 2010

Recruiting Starts, Journal of Corporate Recruiting Leadership, September 2009

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SAMPLE OF RECENT PRESENTATIONS

Coaching with ROI Keynote, AECOP, Valencia, Spain
Can You Prove Why Your Coaching Works with ROI? World Business & Executive Coach Summit (WBECS)
Show them Why You're Worth It, World Business & Executive Coach Summit
The Value of Coaching, CoachLogix
The Value of Coaching, Columbia University, NYC, NY
ROI of Coaching, ICF Hyderabad, India
ROI of Coaching, ICF Bengaluru, India
ROI of Coaching for HR, ICF Mumbai, India
ROI of Coaching for Coaches, ICF Mumbai, India
ROI of Coaching, ICF Delhi, India
Measuring the ROI of Executive Coaching, London, UK
When is the Right time to Use ROI, World Business & Executive Coach Summit (WBECS)
Set-up a Successful Coaching Program with Internal Coaches, ATD-ICE
Your Executive Coaching Program 2.0: Manage, Measure, Maximize!, Executive Coaching Conference, The Conference Board, NYC, NY
Measuring ROI of Coaching, Columbia University, NY
Measuring ROI of Coaching, University of Texas, Dallas, TX
Create High-Impact Coaching, Kuwait City, Kuwait
Make Internal Coaching a Success in Your Organization, American Talent Development, Global Webinar
Create High-Impact Coaching Programs that Produce Results, Madrid, Spain
Measuring the Success of Your Coaching Processes, Madrid, Spain
Measuring ROI for Executive Coaches, Florence, Italy
Measuring the ROI of Coaching, ICF Germany
Measuring the ROI of Coaching, Kuwait City, Kuwait
Overcoming the Three Biggest Challenges in ROI of Leadership Coaching, ICF-Italia
Measuring ROI of Coaching, Guangzhou, China
Measuring ROI of Coaching, Beijing, China
Measuring ROI of Coaching, Shanghai, China
Measuring ROI of Coaching, ICF-New York, NYC, NY
Measuring the ROI of Coaching, ICF-United Kingdom, London, England
Measuring the ROI of Coaching, ICF-Belgium, Brussels, Belgium
Measuring the ROI of Coaching, ICF-Finland, Helsinki, Finland
ROI of Coaching, ICF Conference, Barcelona, Spain
Measuring What Matters, Executive Coaching Conference, The Conference Board, NYC, NY