

Why Coaching is important to business growth

Want to take your business from good to great?

What do the world's best business leaders, elite athletes and top performers have in common?

Coaching.

No matter what level you have achieved in your career, there is always scope for personal and professional growth, and coaching is proven to be one of the most effective ways to get there.

And it's not just for individual benefit. It's also about measurable business results.

Coaching is proven to be a key ingredient for business growth, leadership development, high productivity and enhanced performance, delivering measurable impact and sustainable improvement which benefits the whole business.

It has been proven to accelerate results, driving cultural shifts and behavioural transformation that supports better communication, accountability and even employee engagement – in fact, over 85% of organisations which engage in coaching report a positive return on investment.

Interested in hearing some other business impact stats?



Stats at a glance:

- **Leadership & individual performance:** **70%** of organisations report that executive coaching positively impacts individual performance; **62%** of leaders confirm improvement in leadership skills.⁽¹⁾
- **Engagement & retention:** Over **72%** of organisations see improved employee engagement and reduced turnover after coaching.⁽²⁾
- **Self-confidence:** **80%** of those coached report increased self-confidence.⁽³⁾
- **Behavioural change:** **80%** who underwent coaching report sustained change.⁽¹⁾
- **Career impact:** Executives are **20%** more likely to be promoted after coaching.⁽¹⁾
- **ROI:** A typical **7× return on ROI**.⁽⁴⁾

These figures don't just reflect a bit of an uplift – they reflect a strategic shift, creating better leaders, happier, higher performance teams, and real financial impact.

At People Puzzles, coaching can form part of our comprehensive people function transformation, or can work as a standalone service to support your leaders, both current and future, and embed the behaviours and accountability you need to catapult your business to the next phase of growth.

Our approach doesn't just tick a box – it ignites long-lasting change, aligning personal growth with business goals.

Curious to see exactly how we do it?

Let us show you the People Puzzles difference.

1. WifiTalents.com

2. International Coaching Federation (ICF)

3. zestproductivity.com+2wifitalents.com+2coachdays.com+2.

4. PWC & Association Resource Centre



What is Coaching?

Coaching is a collaborative process in which a Coach works with an individual (Coachee) to identify and achieve their professional or personal goals. It involves a structured relationship with the Coach and creates a safe and confidential space using various techniques, questions, and feedback to support the Coachee in gaining clarity, improving performance, and making decisions.

Coaching focuses on drawing out the Coachee's own potential and solutions. It can cover various aspects such as career development, leadership skills, personal growth, and overcoming challenges.

Coaching typically involves:

- Setting specific, measurable goals
- Identifying obstacles and areas for improvement
- Encouraging self-reflection
- Providing support and accountability
- Helping to develop strategies and actions to achieve goals

It is widely used in business, sports, and personal development to enhance performance, boost confidence, and encourage positive sustainable change.

Coaching is confidential and personal and typically sponsored by an individual's employer for a period of 6-12 months.

Coaching in the Workplace

According to the [ILM](#), part of City & Guilds, coaching and mentoring help shape the careers of talented individuals and are designed to develop the behaviours, strategies, and techniques to effectively:

- Encourage new perspectives and provide innovative solutions
- Improve management performance
- Support conflict resolution
- Improve communication and interpersonal skills
- Increase confidence and motivation

A skilled coach is an invaluable asset to any organisation. They are able to drive innovation, support conflict resolution, improve management performance and increase employee confidence and motivation. This, in turn, builds stronger teams, improves organisational culture and enhances employee and customer satisfaction.

In a nutshell:

- A professional, confidential and non-judgemental sounding board to discuss the things that are important to you and why they are important.
- To provide challenge and support for business owners and executives, which is often missing from their professional lives, in order to support professional development.

How it Works

We would advise that a Coachee selects two potential Coaches to meet for a 30-minute “chemistry meeting” (these meetings are free of charge), to decide who is the best match for them. A typical coaching assignment is usually a minimum of six sessions.

These sessions include:

Session 1: Contracting (90 mins)

- Agree the development needs of the coachee
- Agree what the sessions will and will not be
- Answer any queries
- Agree desired outcomes
- Coach gets to know and understand Coachee

Sessions 2-5: Coaching

- Monthly coaching sessions
- Short check in calls between sessions with the Coachee if needed

Session 6: Closing (90 Mins)

- Agree what has been achieved
- Coachee sets their next steps & future goals
- Recommended that the Coachee presents to their Line Manager regarding key learning and next steps

Our Team of Coaches



Leah Thorne

Leah holds the ILM Level7 in Executive Coaching and mentoring. She is MCIPD qualified, with a Level 7 Award in Learning and Talent Development and is an accredited DISC, Franklin Covey Project Management and Crucial Conversations facilitator.



Victoria Sullivan

Victoria is a Fellow of the CIPD, a qualified Executive Coach and joined People Puzzles after running her own HR consultancy since July 2015.



Liz Allan

Liz is a Fellow of the CIPD, who qualified as a Coach with the Institute of Leadership in 2009. Since then she has been coaching in both large multi-nationals and SMEs. Liz specifically enjoys working with CEOs, finance leaders and HR professionals.



Divya Kanani-Jones

Divya is ICF accredited in 2011, and has done extensive coaching since. Divya is also Master NLP practitioner coach, a fellow member of the CIPD, and has a Masters in Human Resource Management.

Cost

Option 1

Remote Exec Coaching Programme £3,000 plus VAT (exclusive of any travel)

This programme offers four online coaching sessions and on-site contracting and final sessions each lasting 90 minutes. It is recommended that the contracting session is in person, but the final session can be online if requested by the Coachee.

The frequency of the sessions is agreed between the Coach and Coachee, but the programme may last between 6-12 months. Fees will be split equally across the programme and invoiced monthly.

Option 2

Face to Face Exec Coaching Programme £3,900 plus VAT (exclusive of travel)

This programme offers four in person coaching sessions and on-site contracting and final sessions each lasting 90 minutes.

The frequency of the sessions is agreed between the Coach and Coachee, but the programme may last between 6-12 months. Fees will be split equally across the programme and invoiced monthly.

If further coaching needs are identified at the end of the initial coaching, an extension to the coaching programme can be agreed. Fees for further coaching can be discussed and agreed as and when required.

Discover the difference for yourself or your teams

"I could not recommend this more... I was guided out of my comfort zone to help me achieve my goals and to think about things from an alternative perspective. And people have commented on the positive changes they can see in me as a result."

Samantha Freeman, Management Accountant, Wirtgen Group

"It's been an incredibly useful experience that has helped me gain clarity and confidence in my next steps."

Sarah Simpson, Business Intelligence Director, Outcomes First Group

You can find out more by visiting our [Leadership Coaching page](#)

Call us: 0345 646 5201

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