



Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI

Patricia Pulliam Phillips, Jack J. Phillips, Lisa Ann Edwards

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How can you develop an effective means for measuring return on investment (ROI) in coaching?

With its two dedicated sections, *Measuring the Success of Coaching* discusses both the principles behind measuring ROI in coaching (including specific protocols for objectively measuring ROI in coaching programs), and delivers a broad array of pragmatic, applicable case studies from a range of organizations.

Measuring the Success of Coaching offers a clear, complete, and detailed explanation and treatment of the principles behind return on investment in coaching. It provides a conceptual framework; workable suggestions for developing, implementing, and maintaining programs for measuring ROI in coaching; and practical, germane case studies. *Measuring the Success of Coaching* is a comprehensive resource for trainers, coaches, managers, human resources personnel, and other professionals interested in or tasked with creating programs for measuring return on investment within organizations.

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