

## Latest Research Study on the Impact of Coaching on Organizational Change

COACH A presents research study at Columbia University

Tokyo, Japan 17<sup>th</sup> September 2014

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COACH A Co., Ltd. will be presenting its latest coaching findings titled “Systemic Coaching’s<sup>(1)</sup> supports to Impact on Clients’ Managerial Coaching Skills and Stakeholders’<sup>(2)</sup> Engagement Behaviors in their Work” at the first International Columbia Coaching Program Conference at Columbia University to be held in New York on October 22-23, 2014.

With many companies, big and small, across the globe including the United States and Japan investing in coaching, they need to have a way of measuring its effectiveness and calculating the return on their investment. COACH A’s latest findings shed light, by digitalizing and visualizing the data, on how a coach’s coaching skills support the coachee’s in the achievements of their goals, as well as the overall impact of coaching on the organization.

### ■About Coaching Research

COACH A’s research and assessments not only demonstrate the impact of coaching on organizations, they also provide clients with a way to assess the participants’ progress and the coaches’ adherence to the coaching competencies set forth by the International Coach Federation (ICF). Companies and executives need to be armed with this research in order to carefully select the executive coaches and coaching firms with whom they work.

For this paper presentation, it’s research study is based on data gathered from Coaching Skills Evaluation System (CSES)<sup>(3)</sup> and Coaching Skill Assessment plus (CSAplus)<sup>(4)</sup>, both assessments developed by COACH A’s research arm Coaching Research Institute which is devoted to the study of what works and what doesn’t work in the practice of executive coaching. Data was gathered between 2012 and 2014, consisting of 67 coaches, 567 clients and 3,170 stakeholders, a high sample size for this type of research study on the impact of coaching.

■**David Matthew Prior**, MCC, BCC, Core Faculty, Columbia University Coaching Certification Program, President, Getacoach.com and former Vice President for ICF commented,

“Over the past 10 years, I have had the pleasure of observing Coach A’s steady emergence and ongoing growth as an global coaching consultancy dedicated to the art (relationship) and science (research) of organizational and executive coaching. Their tireless dedication as professionals and passion for the field is consistently demonstrated through a character of strength, humility and integrity.”

### ■Event Details

Date and Time: October 23, 2014 1PM

Title: “Systemic Coaching’s Impact on Clients’ Managerial Coaching Skills and Stakeholders’ Engagement Behaviors in Their Work”

Presenters: Adrian Gen Tsukamoto, Corporate Officer, COACH A Co., Ltd.  
Musashi Bansho, Researcher, Coaching Research Institute

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## ■About the Conference

Conference name: The First International Columbia Coaching Program Conference  
Theme: "Space as Context" for Executive and Organizational Coaching  
Date and Time: October 22-23, 2014  
Location: Columbia University, Teachers College on the Campus (New York)  
Website: <http://www.tc.columbia.edu/coachingcertification/index.asp?Id=Announcements&Info=1st+International+Columbia+Coaching+Conference>

### Keywords

(1) Systemic Coaching:

A coaching method developed by COACH A using executive coaching as the starting point enabling capability development for the entire organization. This not only brings changes to the executives themselves, but also delivers a systemic impact to stakeholders who work with the executives. The results are measured and provided as part of feedback. Through a systemic approach in coaching, COACH A asserts that by creating leaders who work towards change can transform not just the people around them but also the entire organization.

(2) Stakeholders:

Refers to the people who work and interact with the coaching client. For example, the stakeholder of a business executive may include direct reports and colleagues from similar or equal positions.

(3) Coaching Skills Evaluation System (CSES):

An online system developed by Coaching Research Institute used in measuring coaching skills and the effects gained from coaching. After a coaching engagement, professional coaches can receive feedback from their coaching clients to further enhance their coaching skills and understand the effects gained by the clients from coaching.

Website : <https://cses.crillp.com/login>

(4) Coaching Skills Assessment plus (CSAplus)

A 180-degree assessment developed by Coaching Research Institute used in evaluating the coaching skill of the client included as part of COACH A's leadership development program. This assessment measures the leader's actions and behaviors, as well as the condition of the workplace.

## ■About COACH A

COACH A is a global coaching firm and has worked with over 1,700 corporations and organizations, transforming organization through the development of leaders. With offices located in New York, Tokyo, Shanghai, Hong Kong, Singapore and Bangkok, COACH A provides systemic coaching in English, Japanese, Mandarin Chinese and Thai languages. The firm's extensive infrastructure allows clients to receive coaching from any location at any time. In addition, the firm's research arm Coaching Research Institute (CRI) measures coaching impact through quantitative evidence enhancing the quality of coaching and helps produce faster results for clients.

## ■About Coaching Research Institute (CRI)

Coaching Research Institute LLP (CRI) is a research institute established through financing from COACH A Co., Ltd., consisting of researchers who are certified in professional coaching. CRI has conducted studies based on data from over 120,000 people from 800 companies. CRI's goal is to pursue the most effective mechanism in how coaching functions and foster the global standardization of methods for impact measurement.

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