

NEWS RELEASE



COACH A Co., Ltd.

COACH A Continues Its Sponsorship of the Institute of Coaching

February 28, 2022

COACH A announced today that it will continue its sponsorship (bronze) of the Institute of Coaching (IOC), a coaching research institute at McLean Hospital, affiliate of Harvard Medical School, effective March 1, 2022. This year marks the sixth year of renewal since COACH A's first sponsorship agreement with the IOC in 2017.

Exhibition at the IOC's Annual Conference

COACH A has been working to strengthen its relationship with the IOC, one of the world's top coaching research organizations. As a part of these initiatives, COACH A gave a presentation at the IOC's online conference, "COACHING IN LEADERSHIP AND HEALTHCARE", held September 23-25, 2021. The presentation, titled "The Impact of Leaders Becoming Coaches: Insights from Our Practice and Evidence of Generating Co-Creative Dialogues for Organizational Transformation", provided the outcomes of COACH A's evidence-based coaching, and drew a great deal of interest from participants.

What is the IOC?

- A non-profit coaching research institute at McLean Hospital, affiliate of Harvard Medical School that is dedicated to enhancing the integrity and credibility of the field of coaching
- Supports professional coaches and others who use coaching skills in their personal and professional lives by advancing coaching research, education, and practice
- Provides world-class professional development and community networking through webinars, learning events, annual conferences sponsored by Harvard Medical School, and an unparalleled coaching resource library
(source: IOC website)

About COACH A

COACH A is one of the world's largest coaching firms, having launched the first coaching school business in Japan in 1997. It offers dialogic organizational development platforms in Japanese, English, Chinese (Mandarin and Cantonese), and Thai, focusing not only on

supporting individual growth, but also on the relationships surrounding the leader to support the growth of the entire organization. It also provides evidence-based coaching through leveraging data analyzed by its research division, the Coaching Research Institute (CRI). Utilizing data collected from the company's extensive coaching experience, COACH A provides research reports on the mechanisms of leadership and organizational activation, as well as the usefulness of coaching.

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