

Call for Case Studies for a New Book

Measuring the Success of Coaching in Organizations

A Partnership Project between the ROI Institute and Professional Coaching Publications, Inc. (PCPI)

Background

In the past decade, much progress has been made in measuring the impact and ROI in a variety of types of coaching programs. Individual coaches and coaching organizations have achieved success and we want to capture these success stories. Through a joint effort between the ROI Institute and PCPI, the parent company of the *International Journal of Coaching in Organizations*, we will publish *Measuring the Success of Coaching in Organizations*, a casebook that will feature studies that show the impact and value of organizational coaching.

Coaching has never been more important than it is today. With the pressure to deliver more with less, organizational coaches must ensure that programs are delivering value. This is particularly important for expensive, high-profile, and highly visible (even controversial) programs. Value must be expressed in terms that top administrators and executives understand. Today, this means impact, sometimes monetary value and intangible benefits, and, yes, the financial return on investment.

Case studies are needed for all types of coaching. Success is measured by:

- Reaction and Perceived Value
- Learning and Confidence
- Application and Behavior Change
- Impact
- Return on Investment
- Intangible Benefits

Cases will be considered if success is measured at any level. Preference will be given to case studies evaluated at the impact and ROI levels.

Each case study should describe the project and the surrounding issues and concerns that led to the evaluation. The methods used are fully described, including the data collection, analysis, and reporting. Ideally, case studies should show how the impact of the coaching (program) is isolated from other influences. The goal is to show credible case studies that will serve as examples and learning tools for others.

Publishing a case study in this new book is an excellent way to show the great work of many organizational coaches. It provides recognition and respect to the important and valuable coaching projects. It is also a great way to recognize those individuals who make the difference in designing, developing, implementing and supporting coaching projects.

Deadlines

The deadline for submission is March 31, 2009. Exceptions may be made under special circumstances if appropriate arrangements are made. The book is planned for publication in July, 2009.

For More Information

For additional information, including the detailed case study guidelines, please: write Patti Phillips, ROI Institute, Inc., P.O. Box 380637, Birmingham, AL 35242; e-mail Patti Phillips at patti@roiinstitute.net; or call (205) 678-8101.

