

Why Coaching Is Worth Your Investment

Today's workforce is different.



Workers want *professional* and *personal* development opportunities.

57%

of U.S. workers want to update their skills.¹

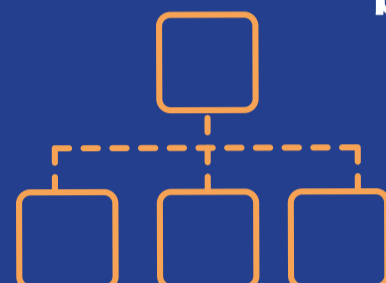
48%

would consider switching jobs to do it.¹



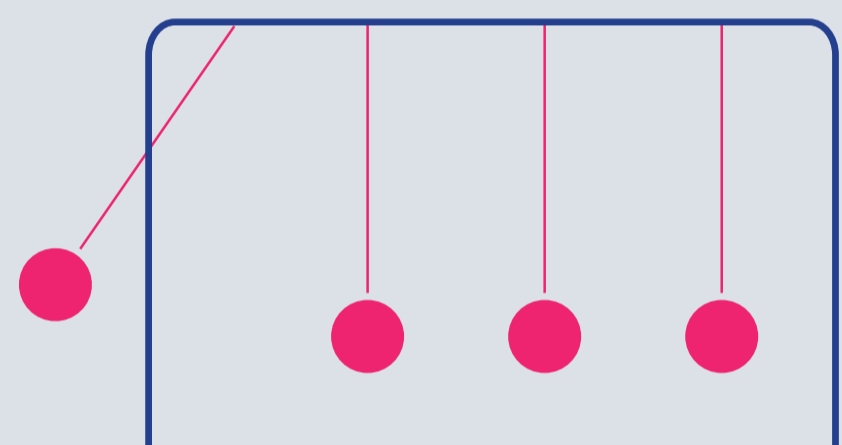
Workers who feel undervalued or dissatisfied will leave – 76% of millennials would leave a job if they were underappreciated.²

“Top-down” management has been replaced by more personal, coach-like relationships.³



Coaching supports employees by focusing on the whole person.

Coaching has shown a direct effect on employees' organizational commitment by supporting a *learning environment*, which leads to a sense of *competence* and *belonging*.⁴



Coaching positively impacts:



coping, goal-directed self-regulation, performance/skills, well-being, and work attitudes.



Employees want to feel:

Valued

Confident

Connected

Empowered⁵



Coaching improves employees' performance by increasing their *self-efficacy, hope, optimism, and endurance*.⁶



Coaching supports leadership development.



We want a well-developed workforce, not just a well-trained workforce.

NCWWI has found that coaching leads to competency gains and supports the application of leadership skills in the workplace. We use developmental coaching (not performance coaching) to raise awareness of the thoughts, assumptions, values, beliefs, mindset, and emotions that drive actions and behaviors.

Learn more on our website.

[NCWWI.ORG](https://ncwwi.org)

