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.2

“Top-down” management has been replaced by more personal, coach-like relationships.3

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

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.

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 improves employees’ performance by increasing their self-efficacy, hope, optimism, and endurance.5

National Child Welfare Workforce Institute

LEARNING, LEADING, CHANGING

Coach positively impacts:

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

Employees want to feel:

Valued  Confident  Connected  Empowered5

Coaching supports leadership development.

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