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Internal and team coaching on the rise, finds Ridler Report

Internal coaching and team coaching are expected to grow significantly over the next three years, according to the Ridler Report 2013.

Some 145 well-known organisations including Allen & Overy, Barclays, BBC, Boeing, Deutsche Bank, Maersk, News International, NHS, PricewaterhouseCoopers, RWE npower and Siemens have completed questionnaires for the report, which comes out next month (May).

The fifth in the series of biennial Ridler Reports analyses strategic trends in the use of executive coaching using data and interviews exclusively with organisational sponsors of coaching. It shows how far the field of coaching has moved in the last five years, with organisational sponsors of coaching having become much more influential and sophisticated in their requirements of executive coaching.

The report has been produced by senior level coaching practice Ridler & Co with the European Mentoring & Coaching Council UK. Other findings include that the most senior leaders still prefer to work with an external coach despite the rise in internal coaching and that coaching sponsors are selecting senior level coaches increasingly on the basis of professional coaching expertise rather than their senior level business experience. Meanwhile, team coaching is viewed as complementary to individual coaching rather than replacing it.

The Report also features case studies on the coaching strategies of organisations such as Cooperative Banking Group (internal coaching), Freshfields (coaching evaluation methodology), GSK (coach selection) and Grant Thornton (creating a coaching culture).

The Ridler Report will be circulated in mid-May to organisations who have participated in the research. The report will also be available for purchase for £75 from Ridler & Co's web site, www.ridlerandco.com from May to August. From September onwards the report will be available free of charge from Ridler & Co or EMCC UK. Coaching at Work will feature a write-up of the report in the September issue.

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