The 6th Ridler Report

Evaluating Coaching at E.ON UK

By Clive Mann, Author of the 6th Ridler Report and
Sam Oldman, Global Client Expert, E.ON UK

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Webinar Coverage

- Introduction
- 6th Ridler Report background and context
- 6th Ridler Report – key findings on coaching evaluation (Clive Mann)
- E.ON UK case study from 6th Ridler Report (Sam Oldman)
- Questions

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ASSOCIATION FOR COACHING

ICF
International Coach Federation

EMCC
European Mentoring & Coaching Council

What is the Ridler Report?

- Biennial research publication
- Analyses strategic trends in the use of coaching in large organisations
- Data drawn exclusively from organisational sponsors of coaching (not from external coaches)
- Current Ridler Report is the 6th edition
- Produced in collaboration with EMCC UK
- 7 case studies, including E.ON UK
- Written by Clive Mann, Managing Director of Ridler & Co (London based executive coaching practice)

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"The Ridler Report is the **voice of organisational sponsors of coaching**. It provides an invaluable guide to the evolving practice of coaching practice in large organisations."

Professor David Megginson
EMCC Joint Founder and Ambassador

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Why evaluate coaching?

- Demonstrates value of coaching to the organisation
- Supports the case for further investment in coaching
- Gives evidence to respond to challenges to the value of coaching, by sceptics

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How do organisations evaluate coaching?

- The most commonly used evaluation measure is ‘return on expectations’ – using objective setting and three-way meetings (74%)
- Coachee testimonials (63%) and satisfaction scores (62%) are the next most commonly used measures
- Financially based return on investment is the least commonly used evaluation measure (14%)

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How would organisations <u>like</u> to evaluate coaching?

- High levels of satisfaction with return on expectations (74%)
- Organisations like quantitative evaluation measures (e.g. change in coachee's 360 ratings (87%), change in employee engagement scores (74%)) though few organisations actually use these measures
- Organisational insights from the coaching are also highly valued but infrequently used
- 80% of organisations see financially based return on investment as a valuable measure but only 14% use it…

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Evaluating Coaching @ Eon

Sam Oldman

Our Strategic Framework 2016-2018

Vision	Values	Goals	Targets
Your partner of choice for energy solutions	Putting our customer first Working together Improving and innovating Winning together Acting responsibly and with an open mind	Treating customers fairly and making it easy for them	• Deliver fair outcomes for customers • Market-leading customer satisfaction • Retain existing customers and attract new customers • Keep customers safe
		Achieving best in class performance	• Market-leading cost to serve in electricity and gas supply • Continually improve efficiency in all areas • Act compliantly and meet our regulatory obligations
		Growing new solutions for customers	• Market-leading Smart meter propositions and delivery • Roll out energy efficiency solutions for homes and businesses • Build scale in decentralised energy
		Helping each other be at our best	• Engaged and motivated colleagues • Develop colleagues for the new energy world • Keep colleagues safe and well
		Delivering fair and sustainable profits	• Grow profits to meet Mid Term Plan (MTP) targets • Customers and stakeholders understand our performance

Improving People's Lives

Evaluation of Coaching at Eon

Coachee

Line Manager

Coach

Signing up

Coachee to access coaching engagement brief via EON UK portal. Agrees with Line manger the purpose of coaching and contacts supplier

During the coaching

Starting review with competencies, objectives and key points for review, starting, mid point review set and end point review. Impacted stakeholders contacted and expectations set



Agreeing outcomes

Coachee receives up to 3 coaches to contact and arrange chemistry meet. Once chosen egress objectives with coach and line manager..

Singing off ROI

End of coaching 3 way evaluation with coach, Coachee & line manager to review results

1

Organizational Insight



Wellbeing
Talent
Performance
Change

Leadership Competencies



Foster Diversity
Driving Change
Build Trust
Enhance Skills

Performance Measures



Improved relationships
Higher productivity
Increased engagement

2

Transfer of Learning



7.8
out of 10

Performance at Work



8.8
out of 10

Recommendation of Coach



9.5
out of 10

3

Return on Investment

For every
£1000 Spend
£26,000 return



Return on Investment

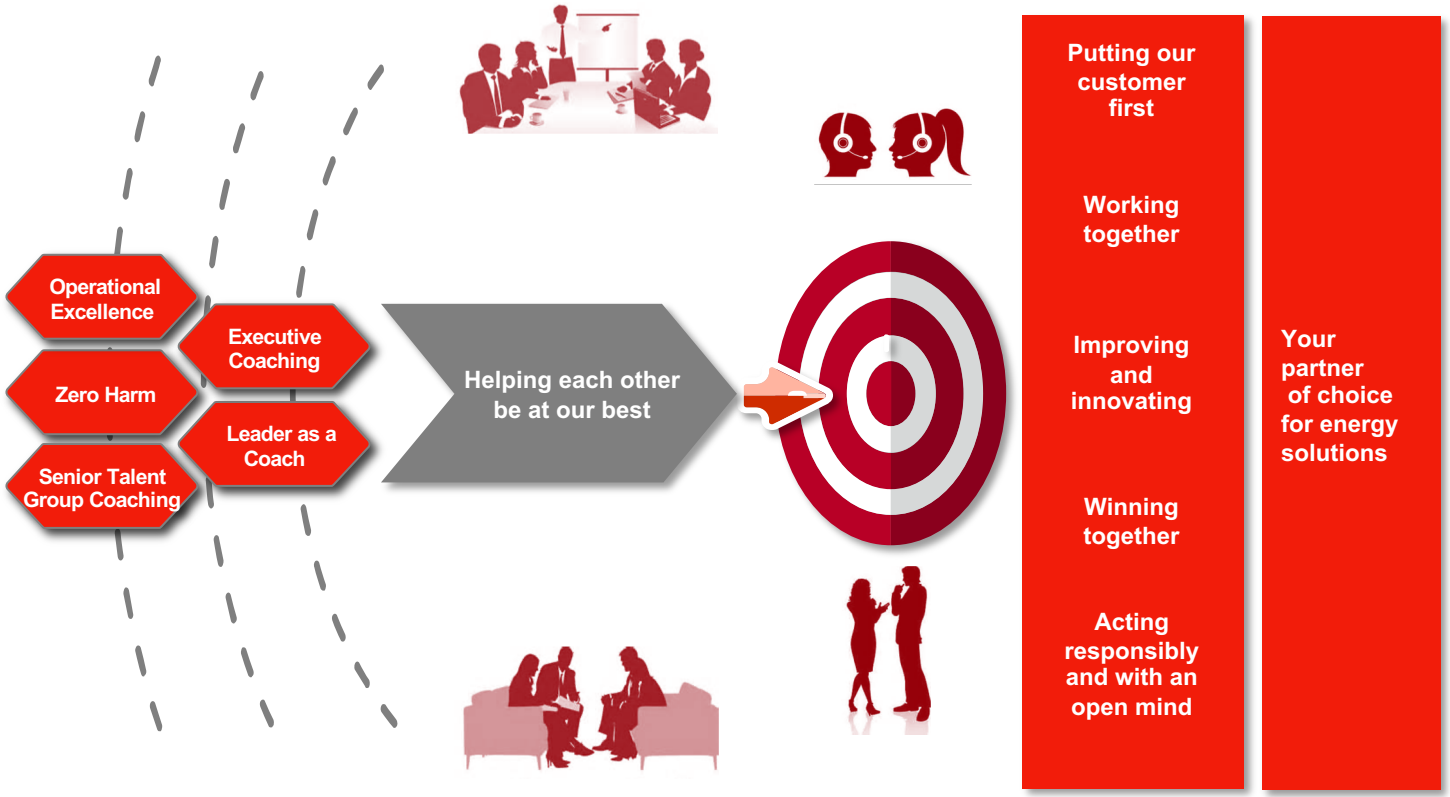
48 contracts
535% ROI



Return on Investment

All benefits signed off by line manager and Coachee





- Engaged and motivated colleagues
- Develop colleagues for the new energy world
- Keep colleagues safe and well

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If you would like to buy a copy of the 6th Ridler Report…

- Please follow this link: www.ridlerandco.com for more information on the 6th Ridler Report
- All registrants for this webinar are entitled to a ***15% discount*** on the purchase price of the report (quote code **RR05** on the automated web page)
- For further information please contact Laura Taylor at laura.taylor@ridlerandco.com

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