Reclaim Happy
Life Coaching

Life Coaching Benefits Research & Statistics

Life coaching and other forms of somewhat similar coaching have numerous benefits, and we feel these are supported by viable research and statistics from a variety of different studies, journals, surveys, etc. There are a wide range of sources provided including coaching bodies and programs, psychology bodies, medical journals, private equity, universities, other academia, consulting firms, etc. We have extracted excerpts word for word from these sources to maintain integrity of the information. The intent of this document is not to necessarily illustrate that life coaching has to supplant other treatments, but rather it can be combined with other treatments to provide a better success rate.

Overall

- Life coaching has an average 70 % success rate. This implies that seven out of 10 persons who use life coaching services believe they have reached their objectives. (International Coaching Federation)
- Coaching clients are happy with their results 99% of individuals and companies who hire a coach are "satisfied or very satisfied" and 96% say they would repeat the process. (The Angel Advisors)
- Found coaching 70% "very valuable" or 28.5% "valuable" (Mars Venus Coaching)
- 95% say that their coaches are "good" or "excellent." (ICF Global Coaching Study)
- 73% of coaching clients say that coaching helps them improve their relationships, communication skills (72%), interpersonal skills (71%), work performance (70%), work/life balance (67%), and wellness (63%). (ICF Global Coaching Study)
- Several meta-analyses and studies highlight the effectiveness of coaching (Theeboom et al., 2013; Lai and McDowall, 2014; Sonesh et al., 2015; Jones et al., 2016; Bozer and Jones; 2018). (NCBI).
- A number of studies, however, present the evidence that life coaching may be a successful approach to building courage, hope, well-being and resilience, and reducing fear, anxiety, stress or depression (Curtis & Kelly, 2013; Grant, 2003; Green et al, 2006; Green et al, 2007; Spence & Grant, 2007)
- The majority of previous studies on life coaching interventions with students of various cultures support the hypothesis that life coaching affects life satisfaction, self-efficacy, and levels of depression, anxiety, and stress (Govindji & Linley, 2007)
- Drove statistically significant, positive improvement on every well-being outcome measured in this study-Prospection, social connection, self-awareness, emotional regulation, self-efficacy, stress management, resilience, life satisfaction, purpose and meaning -Betterup followed 391 Members with access to unlimited Better Up coaching over a period of 8 months (Betterup Life Coaching).
- Several studies have suggested that coaching has a positive effect on many aspects of life, including workplace performance, health behaviors, goal-setting skills, and minimizing of chronic illness [16–18]
- Coaching has positive side effects on performance and skills, wellbeing, coping, goal-directed self-regulation, and work attitudes. (The Journal of Positive Psychology)
- 80% of coaching clients say that they improved their self-esteem or self-confidence thanks to coaching. (ICF Global Coaching Study)

- A study of 391 people shows that one-on-one coaching can improve coaching clients' psychological wellbeing and mitigate threats to mental health in the form of excessive and prolonged stress, low resilience, and poor satisfaction with life. (Journal of Medical Internet Research)
- Participation in the program was associated with enhanced mental health (depression, anxiety, stress) quality of life and goal attainment – twenty adults completed a life coaching program (Grant 2003).
- Life coaching can improve health outcomes for certain patients. A limited analysis of two randomized controlled trials found that coaching methods that aim to improve self-efficacy and self-empowerment can improve health outcomes especially for people who don't benefit from intensified interventions. (BMC Health Services Research)
- Coaching can have a relatively big effect on coaching clients' coping capacities and resilience, attitudes, subjective wellbeing, goal attainment, and performance. (The Journal of Positive Psychology)
- Family surveys taken after the coaching sessions showed that most families found that the behaviors that derailed students academically had begun to improve (NCSU.edu)
- As life coaching has increased in popularity, there have been a growing number of empirical research studies validating the efficacy of life coaching within various populations, including among university students (Dyson & Torbrand, 2015; Grant, 2001). The research that has been conducted on life coaching has revealed several positive outcomes of the life coaching process for highly stressed university students (Fried & Irwin, 2016), college students with learning disabilities and ADHD (Boutelle & Parker 2009), female students with obesity (Irwin, Morrow, Van Zandvoort, 2009), and English college students prone to procrastination (Dyson & Torbrand, 2015).
- life coaching has positive effects on academic self-efficacy, which is the strongest predictor of academic performance (Franklin & Doran, 2009). It also positively affects hope, which is related to well-being, optimism, and problem solving (Franklin & Doran, 2009).
- According to a study, individual and group coaching can help to reduce procrastination and facilitate goal attainment. (Frontiers in Psychology)
- Average % improvement in job satisfaction 52%, working relatoinships 63%, teamwork 67%, productivity 53% (Coach Foundation)
- 57% saw improved time management 51% saw improved team performance. (Mars Venus Coaching)
- 50% confide in their coach as much as their best friend, spouse or therapist, 12% confide in their coach more than anyone else. (Mars Venus Coaching)
- Life coaching was associated with significant increases in levels of cognitive hardiness and hope, and significant decreases in levels of depression -56 female high school students took part in a life coaching program for 10 individual coaching sessions over 2 school terms (Green Grant & Rynsaardt 2007)
- One study found that coaching with female senior high school students led to increased hope and decreased depression and anxiety (Green & Norrish, 2013).
- Another study found that coaching with elementary school children led to increased hope and engagement (Waters, 2011)

- Found that life coaching performed with students who were undecided on their major helped reduce attrition rates. Students reported that the support they received from their life coaches helped them with making decisions related to their career and major choice; they also reported being more likely to re-enroll for the next semester and following year (Hossler, Ziskin, and Gross 2009).
- Discovered that coaching helped undergraduate students manage stress (Short, Kinman, and Baker 2010)
- Motivational Interviewing (MI) – This approach encourages people to develop their own reasons for change. Doing this often leads to less resistance and greater success while working with a coach. It has been tested in counseling people with addictions (Moore 2016
- They found that individual coaching and group training reduced procrastination. People in the individual coaching group experienced greater satisfaction and goal attainment. Group training positively influenced pertinent knowledge acquisition (Moore)
- The clear link between coaching as lived positive psychology has been focused on by many writers (Lomas et al., 2014).
- This psychological distress was found to be associated with decreases in students' productivity, work quality, and life satisfaction and with increases in health problems and poor academic performance (Eisenburg 2010, Digeronimo 2004, Elani 2014, Alzahem 2011). This implies a high burden from such phenomena and justifies the need to intervene with solutions to help dental students life coaching programs can be used for this purpose and have been used to improve psychological well-being in previous studies [Green 2006, Oades 2006).
- The number one benefit to companies is the effect coaching has on their bottom line. When employees receive coaching, they are more likely to remain in the company. This means turnover reduces. (PositivePsychology.com)
- Among medical physicians and students, there were positive results from the efficacy of coaching for reducing psychological distress. For example, a pilot qualitative interventional study in the United States used well-being coaching for 11 physicians and found that there was an improvement in the physicians' resilience along with a reduction of stress [19]. Further, a three-armed randomized controlled trial (RCT) with medical students in Germany found a small but significant improvement in stress for groups who received short-term coaching sessions as compared to the waiting (control) group [20]
- Depression, stress, and anxiety are common psychological conditions among dental students in many countries around the world. A number of researchers have found life coaching to be effective at reducing psychological distress. The aim of this study was to assess the effect of a life coaching program on dental students' psychological status. The study group showed a significant reduction in depression, anxiety, stress, resilience, and self-acceptance. The solution-focused life coaching approach used in this study seems to be effective for reducing psychological burden and mental health problems among dental students. We recommend that coaching be used as an institutional method to help dental students cope with their psychological problems. (BMC Psychology).
- Emerging research demonstrates that coaching is a valuable tool for organizations during turbulence because it helps to improve skills and attitudes for suitable change management and achieve work demands and goals (Kombarakaran et al., 2008; Grant, 2014; Bickerich et al., 2018). (NCBI).

- Coaching reduced stress more than training-Participants undergoing a Medical College Admission Test preparation (Taylor 1997).
- Coaching most effective in increasing grade point average study skills self-regulation and mental health. GPA gains maintained 12 months following- 62 trainee accountants received group coaching over one semester (Grant 2002).
- Relative to controls the 4 trained groups had gains in proficiency. Coaching and/or feedback increased post-training proficiency- 140 Licensed substance abuse professionals learnt Motivational Interviewing via a range of methods (Miller Yahne Moyers Martinez & Pirritano 2004)
- Less illness intrusiveness and health distress than controls at 6 months- 111 individuals randomized to nurse coaching group or usual-care control group (Bennett J. A. and N.A. Perrin)
- Compared to controls peer coaching increased GPs ability to make informed decisions about prostate specific antigen screening (Gattellari M. N. Donnelly et al. 2005)
- Anxiety and stress decreased more in the coaching group compared to control group (31 participants from UK finance organization (Gyllensten & Palmer 2005)
- Coaching increased outcome expectancies' and self-efficacy- 60 managers of federal government (Evers Brouwers & Tomic 2006)
- Coaching increased goal attainment wellbeing and hope. 30-week follow-up founds gains were maintained- 56 adults (community sample) took part in SF-CB life coaching program (Green Oades & Grant 2006)
- Conducted a study with college students on the autism spectrum, and found that life coaching positively influenced their emerging sense of independence and aided goal attainment (Geller & Greenbergh 2009)
- Boutelle and Parker (2009) and Buchanan (2011) conducted research on college students with learning disabilities and ADHD; they discovered life coaching increased college student success by fostering self-determination
- Found that coaching had a significant positive impact on students with disabilities in their pursuit of science, technology, engineering, and mathematics degrees. Students reported that participating in coaching helped them achieve several educational and personal goals, including improved goal setting, increased confidence, and a more focused and organized career search. Students reported learning specific life skills through coaching, including time management, organizational skills, and goal setting. (Bellman, Burgstahler, and Hinke 2015)
- Significant improvements in health life satisfaction burnout psychological wellbeing- Dutch employees assessed for the effectiveness of preventive coaching on sickness absence due to psychosocial health complaints and on wellbeing outcomes (Duijits Kant van den Brandt & Swaen 2007)
- Goal attainment greater in coaching than in the educative/directive format- 45 adults (community sample) took part in mindfulness-based health coaching over 8 weeks (Spence Cavanaugh & Grant 2008)
- Both co-coaching conditions produced significant increases in self-efficacy and resilience however only those in the PAAL condition performed significantly better on decisional balance hope self-compassion the incremental theory of change academic performance- First-year students: Co-coaching with Preparation Action Adaptive Learning Coaching or Self-regulation Coaching (Franklin J. and J. Doran 2009)

- Autonomous motivation means the person controls the decision-making process. The coach provides resources and support and nudges as needed, but the coachee is in charge. People who are autonomously motivated pursue actions that are of interest to them (Moore, et al., 2016). They view the actions as important. Behavior change happens when the client experiences greater autonomous motivation (PositivePsychology.com)
- Positive psychology coaches pay particular attention to assisting clients to identify their strengths. Coachees learn to explore and develop them as a means to achieve their goals, and also to cultivate positive emotions (Moore, et al., 2016). Generating positive emotions leads to what Fredrickson (2013) calls, "an upward spiral."

Business coaching

- Coaching enhanced goal attainment resilience and workplace well-being and reduced depression and stress and helped participants deal with organizational change- 41 executives in public health agency (Grant Curtayne & Burton 2009)
- A case study of women leaders who participated in coaching shows that leadership coaching can help coaching clients improve their self-awareness, self-confidence, self-leadership, leadership style, and their relationship to power, conflict, and personal life. (International Journal of Evidence Based Coaching and Mentoring)
- Executive coaching can help women improve their work satisfaction, wellbeing, and performance. (International Journal of Evidence Based Coaching and Mentoring)
- Employees who receive mentoring receive higher compensation, a greater number of promotions, feel more committed and satisfied with their careers, and are more likely to believe that they will advance in their careers than non-mentored employees. (The Journal of Applied Psychology)
- Some of the statistics on business coaching they gathered are 70% accepted business coaching is "very valuable.". (The Angel Advisors)
- 62% of coaches have improved their career opportunities through coaching. (ICF Global Coaching Study)
- Business coaching helped them develop better goal setting (62.4%), that business coaching helped lower their feelings on anxiety (57.1%). (Rhythym Systems)
- 61% of coaching clients say they improved their business management skills thanks to coaching. (The Angel Advisors)
- About 42% of all business organizations do not use a business coach, although the executives involved in this survey agreed that business coaching was valuable (70%). (Rhythym Systems)
- 88% of business owners with a mentor say that having one is invaluable. (The Angel Advisors)
- Almost 75% of managers/ executives who have undergone training said they planned to enroll for further coach specific training in the next one year (Rhythm Systems)
- Coaching improved peer to peer working relationships (63%) (Webinar)
- 93% Companies report significantly less turnover when they offer coaching to employees. (Mars Venus Coaching)
- When training is combined with coaching, individuals increase their productivity by an average of 86% compared to 22% with training alone. (Mars Venus Coaching)

- A study of Fortune 500 companies reported that coaching resulted in a 61% improvement in job satisfaction scores as well a 48% rise in quality. (Rhythym Systems)
- 93% of companies would hire a coach again (Clear Coaching Limited)
- Coaching helped increase perception of self and work situations (Clear Coaching Limited)
- 92% of small business owners agree mentors have a direct impact on their growth and the chances for their businesses to survive. 88% of business owners with a mentor say that having one is invaluable. Only 22% of entrepreneurs have mentors when they start their businesses. 89% of business owners who don't have a mentor wish they did. (The Angel Advisors)
- 70% of entrepreneurs who receive mentoring survive 5 years or longer. (The Angel Advisors)
- 86% of companies that could calculate their ROI said that they at least made back their initial investment. (The Angel Advisors)
- A study of the effect of executive coaching on a Fortune 500 company concluded that it produced a 529% return on investment and significant intangible benefits to the business. (Rhythym Systems) 19% indicated an ROI of 50x the investment
- 28% saw an ROI of 10x. The median ROI is 7x the investment.
- (The Angel Advisors)
- 86% of organizations that employ internal or external coaches or both saw an ROI on coaching and 96% said they would be interested in repeating the process. (Rhythym Systems)
- In one study, executive coaching had a 788% ROI thanks to increases in areas like productivity and employee satisfaction. (Angel Advisors)
- 77% of respondents said that coaching had a significant impact on at least one of nine business measurements. (The Angel Advisors)
- A reliable ROI for executive coaching has been reported as 500%. (The Angel Advisors)
- 75% of coaching clients say that the value they get from executive and leadership coaching is "considerably greater" or "far greater" than the money and time they invest. (Institute of Coaching)
- 68% of individuals who hired coaches were able to make back their investment. Financially, the return on investment was 3.44X the original investment. (ICF Global Coaching Study)
- A case study shows that coaching can have a 221% ROI. (International Society for Performance Improvement)
- The Manchester Review 86% of organisations saw an ROI on their Coaching engagements. (Learning with Biz)
- 75% of coaching clients say that the value they get from executive and leadership coaching is "considerably greater" or "far greater" than the money and time they invest. (International Journal of Evidence Based Coaching and Mentoring)
- 30% of business owners who had only had one interaction with a mentor noticed growth in their business. (SCORE)
- 62% of employees at companies with strong coaching cultures rate as highly engaged. (The Angel Advisors)

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Health Coaching

- 3x more people lose weight when they work with a health coach compared to other methods. (Obesity (Silver Spring))
- Wellness coaching can reduce depressive symptoms, perceived stress levels, and improve quality of life and physical, emotional, social, cognitive, and spiritual functioning. (Mayo Clinic)
- Health coaching can improve the management of chronic diseases. It can have a positive effect on people's social life and their behavioral, physiological, and psychological conditions. People improve their weight management, physical and mental health status, and increase their physical activity. (Patient Education and Counseling)
- 80% of clinical trials for nutrition and weight management coaching found improvement. (The Angel Advisors)

Financial Coaching

- Financial coaching can help reduce financial stress. (Urban Institute)
- Financial coaching and confidence, budgeting, saving, and goal formation have been linked together. (Journal of Financial Theory)
- 54% of people who participated in a financial coaching program and had no prior savings, had some savings at the end of the program. (Citigroup)
- On the other hand, 48% of those with savings at the start of the project increased that amount after receiving financial coaching. (Citigroup)
- 55% of people with unsecured debt at the start of the program had less debt at the end of it. The median decrease was $3,005). (Citigroup)

Sales Coaching

- On average, 84 percent of sales training content is lost after 90 days. (The Center for Sales Strategy)
- Sales coaching can improve the performance of the middle 60% of an organization's sales reps. (The Angel Advisors)
- High quality coaching can improve it by up to 19% and moderate coaching can improve it by 6 8% across 50% of the sales force. (The Angel Advisors)
- A formal or even dynamic coaching process helps more salespeople achieve their quota (by 10%). (The Center for Sales Strategy)
- Companies that provide quality coaching can reach 7% greater annual revenue growth. (Bama Hammer)
- Effective sales coaching can drastically win rates – in some companies, by as much as 25 percent. (The Center for Sales Strategy)
- 74 percent of leading companies cite sales coaching and mentoring of sales reps as the most important role frontline sales managers play. (The Center for Sales Strategy)
- The win rate for forecast deals is 8.2 percent higher for companies whose managers spent more time on coaching than selling, and overall revenue attainment is 5.2 percent higher. (The Center for Sales Strategy)
- As much at 60% of sales reps say they're more likely to leave their job if their manager is a poor coach. (Bama Hammer)
- But companies with a formal coaching process see 91.2 percent of overall quota attainment. (The Center for Sales Strategy)

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2. *Instituteofcoaching – https://instituteofcoaching.org/coaching-overview/coaching-benefits.*
3. *Luisazhou – https://www.luisazhou.com/blog/life-coaching-statistics/.*
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