

A close-up photograph of a hand holding a silver pen and writing on a notepad. The background is blurred, showing a laptop and a pen resting on a desk.

Leadership Coaching Return on Investment Success Story Jennifer Jones

Contact: Lucy Shenouda lucy@fosteressence.ca to arrange a strategy session.

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Team Manager Success

*How one retail division manager crossed discomfort zones to mobilize herself & her team from #6 in their region to a steady #1, and how the ROI and Strengths-Based Impact Measures demonstrate the value of coaching.**



* Case study coaching goals & ROI results are actual, client specifics are fictionalized to preserve the identity of the organization and coachee. Coaching with ROI Methodology is from Lisa Ann Edwards' Coaching with ROI Program: <https://coachingwithroi.com/>

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Background

- Retail-based Service Provider
- Falling behind in sales & service
- Management restructure

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Situation

- Management restructure
- Acquired team members
- Strained relationships
- Productivity needed
- Retention of staff
- Retention of clients

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Solution

- Assess skills with data
- Create a coaching plan
- Track revenue target
- Coach for 16 sessions (2 X 90min, 14 X 60min)
- Assess coaching program relevance and impact using a strengths-based approach
- Monitor relevance at start and completion; and impact at start, mid & completion

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Words of Determination

“*I decided this was the year of change, to define what change was going to mean to me and how I was going to make this change my big win.*

This decision meant embarking on an adventure that I had yet to experience. I set out determined to make it great!

I challenged myself and set some of my biggest goals yet. These goals almost seemed out of reach which stretched my comfort zone.

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ROI Goal & Results

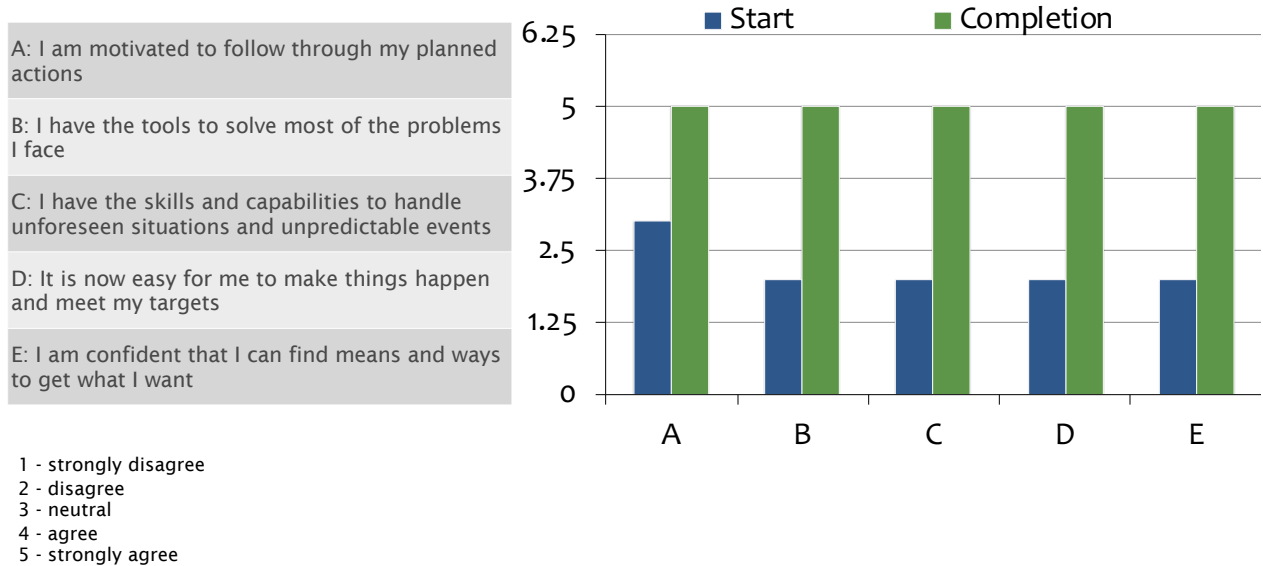
Achieve Retail Centre of Excellence - From #6 in the region to #1.	
Revenue Target	\$1,750,000
Revenue Target Stretch Goal	\$1,850,000
Projected COGS	\$338,000
Projected Profit	\$1,512,000
Revenue Achieved	\$1,851,500
Actual COGS	\$297,300
Actual Profit	\$1,554,200
+ / - Target	\$42,200
Estimated % of the improvement with coaching	80%
Monetary gain as a result of coaching	\$33,760
Investment in Leadership Coaching	\$7,592
Return on Investment with Coaching	345%

* ROI results are actual, revenue specifics are fictionalized to preserve coachee & organization's identity.
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Relevance: Motivation & Self-Efficacy



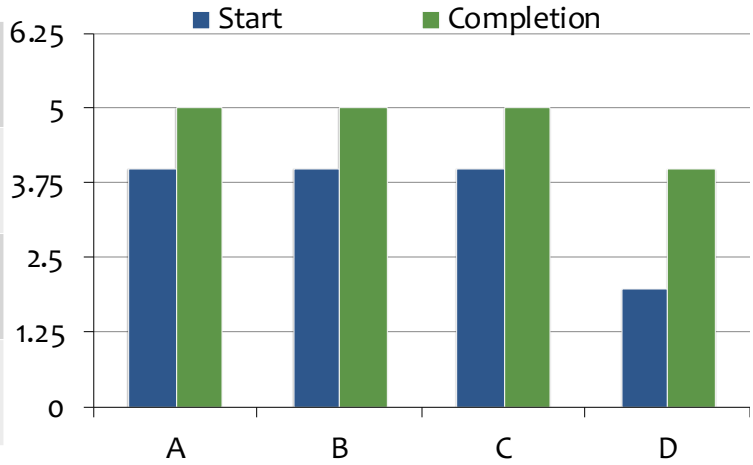
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Relevance: Work Environment

- A: I believe coaching is relevant to my job.
- B: Coaching can help me enjoy my work more.
- C: I believe my work gives me a sense of purpose.
- D: I feel supported by the people who work with me.

- 1 - strongly disagree
- 2 - disagree
- 3 - neutral
- 4 - agree
- 5 - strongly agree



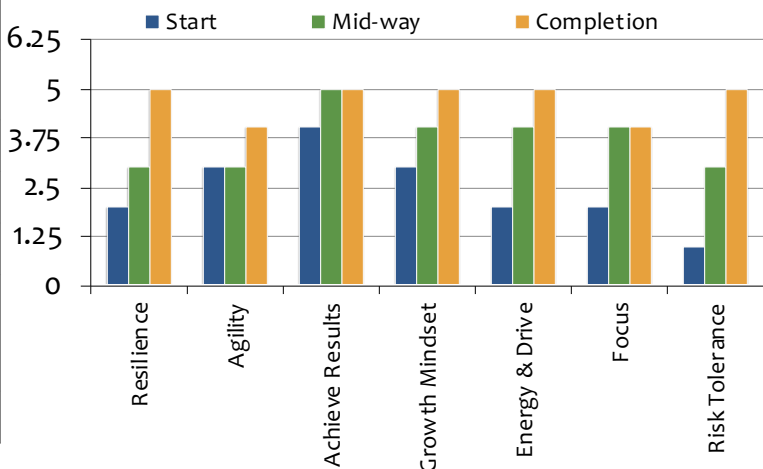
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Goal: Achieve #1 Centre of Excellence in Region Self-Assessment - Impact Measures: Thriving as a Person

Resilience	Recover quickly and overcome self and outer resistance to structural changes
Agility	Change Orientation: the capacity to be flexible and adjust rapidly to new situations
Achieve Results	Maintain a positive net KPI and exceed revenue by stretch goal of \$100K
Growth Mindset	Innovate and consistently seek new ways to deliver on Key Performance Indicators
Energy & Drive	Results demonstrate pro-activity, energy, commitment & drive at all times
Focus	Planning & Organizing, establishes a systematic course of action for self/others to achieving goals; sets priorities and manages time for maximum productivity & outcomes
Risk Tolerance	Not just allowing business to be status-quo but exceeding expectations

- 1 - strongly disagree
- 2 - disagree
- 3 - neutral
- 4 - agree
- 5 - strongly agree



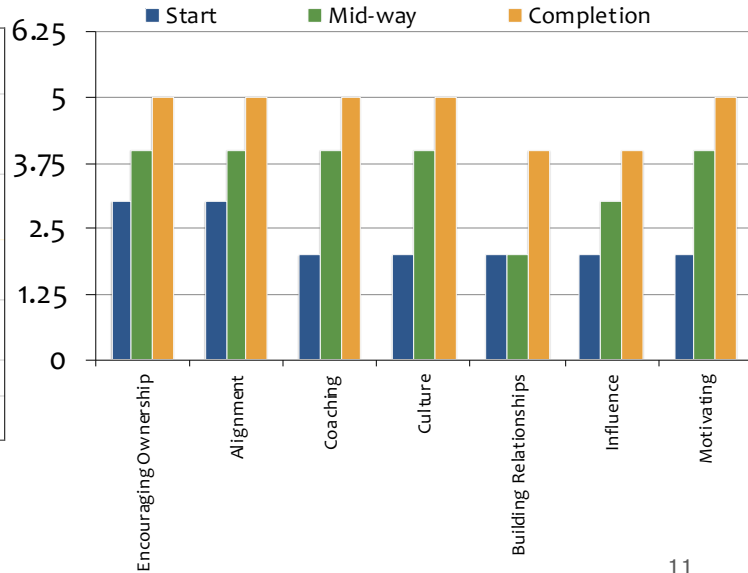
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Goal: Achieve #1 Centre of Excellence in Region Self-Assessment - Impact Measures: Inspiring as a Leader

Encouraging Ownership	Hold a high level of consistency with accountability, performance improvement plans, reviews and monthly goal setting.
Alignment	Set and maintain individual and team priorities, taking action and implement change when business / team priorities change
Coaching	Developing Others, providing coach-like approach and managing others with timely objective performance feedback
Culture	Foster a professional, helpful and friendly culture with great energy by both clients and associates
Building Relationships	Building strong work relationships: departments have no silos, working towards common goals
Influence	Integrating clients into value-added services
Motivating	Happy and thriving team and clients. Happy client nominations.

- 1 - understand
- 2 - developing
- 3 - proficient
- 4 - skilled
- 5 - master



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Goal: Achieve #1 Centre of Excellence in Region Summary Impact Measures

Strength	Start	Mid	Completion
<i>THRIVING AS A PERSON</i>			
Resilience	2	3	5
Agility	3	3	4
Achieve Results	4	5	5
Growth Mindset	3	4	5
Energy & Drive	2	4	5
Focus	2	4	4
Risk Tolerance	1	3	5
<i>INSPIRING AS A LEADER</i>			
Encouraging Ownership	3	4	5
Alignment	3	4	5
Coaching	2	4	5
Culture	2	4	5
Building Relationships	2	2	4
Influence	2	3	4
Motivating	2	4	5
AVERAGE	2.36	3.64	4.71
% INCREASE FROM PROGRAM START	-	154.5%	200.0%

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Program Highlights

- Coachee self-selected as a leader of change
- Barriers were overcome consistently and ahead of planned schedule
- Targets exceeded on financial and impact goals
- Coaching ROI achievement of 345% ie. for every \$1 spent on coaching, \$3.45 are regained
- Strengths-based impact measures increased 200% from start of program
- Next phase in self-development: Strengthen Focus, Building Relationships and Influence

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Words of Appreciation

“Hiring a coach was the best investment I ever made. I broke through barriers and accomplished these goals, many ahead of schedule.

All of this work harvest(ed) enough excellence to obtain contender status as Centre of Excellence #1 out of 9 in my region.

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