

# The Grassroots Leadership Revolution

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## Establishing the ROI For Your Group Coaching Program

When establishing your group coaching program, it is critical to start with the outcomes you want to measure. Often we use the excuse that it's difficult to measure the impact of learning programs. That simply doesn't hold water anymore. You have to be able to demonstrate what your program is set to deliver. Here are a few things that you might need to improve in your organization:

- Lower turnover rates
- Faster speed to promotion
- More people ready for promotion
- Improved performance on key employee engagement survey markers
- Increased innovation
- Happier customers
- Better turnaround times
- Greater market share
- Better performance
- Decrease in leaves of absence or EAP access

What are one or two business measures that you need to impact over the next 12 months with your programs:

1. \_\_\_\_\_
2. \_\_\_\_\_

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Once you've identified what you want to impact, then you can frame those impacts into clear, trackable metrics. Think about what measures of success will indicate progress or completion and then the impact this progress or success will have on the organization.

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For example, here's an organization that was struggling with moving their new supervisors quickly through to a performing level. Individuals were leaving before completing their probationary period or, they were investing heavily in individual coaching which was putting a strain on their management team. Here were some of the metrics they set for themselves:

- Our involuntary attrition rate falls below industry averages
- We increase the number of new hires that successfully complete their probationary period
- We reduce the time managers must spend on coaching and mentoring individuals
- Managers engagement survey results improve in workload category

What metrics can you measure in your program?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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Once you're clear on what you're trying to accomplish you can map out the value of the program you're undertaking and have a baseline to measure against. For the organization above, they could calculate it cost them \$45,000 for each new hire that didn't make it through the probationary period. By putting a hard dollar figure against the cost to the business, they were able to see how their group coaching program could save them close to \$1.3 million dollars annually if executed well. It wasn't hard to receive approval for funding once they could share that with the key decision makers.

What value would your program create for your organization?

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