



The Benefits of Coach Accreditation for Businesses

A wide variety of people engage with the International Coaching Community for the purpose of becoming an ICC accredited coach. Some of these participants have experienced a workplace coaching relationship in the past and understand that there are many benefits to being part of the coaching process. As employees, the personal benefits of coaching are wide-ranging and can positively and measurably impact a person's career. The coaching process can assist in developing individuals across a wide range of needs and can even benefit them on a personal level. Coaching has been known to boost confidence, improve work performance, and build effective communication skills.

So, let's take a closer look at the benefits up coaching as they apply to the three primary stakeholders in the business environment: The Employees, the Leaders and the Organisation.

- **Employees:**

Coaching gives individual employees an opportunity to define goals in a realistic way. With the assistance of their coach, they can set these goals and then actively work towards them. This will markedly increase the likelihood that the goals will be achieved. It is common for goals to be centred around two main aspects of an individual in the work environment. The first is building skill sets, and the second is the individual's professional behaviour. An employee who is being coached feels respected and recognised. They often believe that their leader has an interest in them, their career and their contribution to the business - "My leader is interested enough in me for them to want to develop me and help me to be more successful". Employees have increased motivation, which frequently translates into increased job satisfaction, better engagement with their leader and with the organisation. This increase in employee engagement also helps to improve employee retention rates and work productivity, as well as the many benefits associated with recognition and belonging to the team.

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- **Leaders:**

At Kaleidoscope, we frequently use the term “Leader as Coach” and believe that approach to contemporary leadership is a sound starting position for all organisations. Leaders are often pulled in many different directions and can have trouble establishing the most successful methods for developing an effective and consistent personal leadership style. Understanding what is actually important to employees and team members is key to good leadership and, using a “Leader as Coach” approach, positioning as a collaborative instead of a directive leader builds stronger team relationships and increases the emphasis on a business rather than personal relationship. An accredited coach also develops skills to provide comprehensive feedback to individuals, increasing accountability and ownership amongst their team. Coaching also provides a safe space to go and talk through sensitive issues. Using the safe place for encouragement and development is important. Coaching allows for more in-depth learning and higher levels of comfort with newly acquired skills. Once the individual is comfortable with their skills, they can begin to use them in their careers and see the advantages they are gaining from their new coaching relationships.

- **Organisation:**

A conscious investment in corporate coaching is not just about improving an individual’s skills in the workplace; it takes learning to an even deeper level. Through coaching, individuals will learn more about themselves, find out how they are perceived by others, and improve on business critical result areas, by focusing on the aspects of personalities, behaviours and interpersonal style that impede success. Further, coaching takes learning to a level beyond remembering and understanding. Teams can take the skills presented by their coach and apply them in new situations with their colleagues and customers, often becoming more consistent in their work performance and better aligned with corporate goals and objectives.

- **Why International Coaching Community?**

ICC has accredited more than 14 000 coaches in over 67 Countries since 2001. Our coach training framework is consistent in all locations around the world and has been awarded the prestigious European Quality Award by the European Coaching and Mentoring Association (EMCC) for Coaching and Mentoring.

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