

Coaching must deliver a return on investment

Any coaching programme must have a clear return on investment said Laura Ashley-Timms, Director of Business Coaching at Notion who was the featured speaker at the HopkinsLongworth HR seminar on 21st September.

The event at the RSA in London attracted more than 60 attendees from leading global organisations including HSBC, Sainsbury, BT and Sharp Electronics to discuss the key topic **“Unleash the potential within your talent and leadership for improved commercial performance”**.

Laura was able to share her experiences of running hundreds of coaching programmes within leading organisations. For every programme, the change in performance as a result of the coaching is measured and return on investment (ROI) reports are provided in order to demonstrate the impact of the coaching programme.

99 x ROI achieved for IT consultancy

Examples of ROI from Notion’s coaching included:

- 37 x ROI for the UK’s largest operator of restaurants, pubs and bars
- 59 x ROI for a leading global property company
- 99 x ROI for a global IT and business consultancy
- 16 x ROI within 8 weeks for a larger retailer

In every example, Notion applied “5 purple rules” to measure and focus on return on investment.

This focus on ROI from a coaching organisation was well received by the audience. Phil Herbert, HR Director for Sharp Electronics said *“It was impressive to see such a focus on delivering return on investment from a coaching organisation. This approach can really assist in the justification of a coaching programme and in the development of a broader coaching culture within an organisation”*

Laura also presented research results using data from more than 700 organisations which showed that:

- Only 17% of managers have coaching as a natural style
- 78% of organisations have “command & control” style and only 22% a coaching style
- 61% of companies have no measurement for ROI of coaching

Full details of Laura’s talk will be available from the Notion website (see below).

Brexit to Millennials – the HR Director Panel

Following Laura's talk, a panel of leading HR Directors tackled a range of questions from the audience on topics including the impact of Brexit on recruitment and engagement, the development of talent into executive roles and the adaptation of resourcing strategy to target millennials.

The panel of Huw Davies (Group Vice President, People Development – The Aliaxis Group), Karen Ann Allchurch (HR Director for Arsenal Football Club), Maria Stanford (HR Consultant, Ex-Selfridges and wagamama) and Ian Woodward, (Group HR Director for Ceasars Entertainment) needed all of their 100 years of combined HR expertise to cover the topics.

Their answers to the questions and their views on each topic were very well received by the audience. Jo Steen, People Director of Ben Sherman commented *"It was really interesting to see a different perspective on the usual HR issues and in particular the insight provided by Karen Ann, the HR Director from Arsenal. She gave me a few ideas which I hope to be able to put into practice in our business."*

Felicity Thomas, Global talent and performance partner for the Financial Times added *"The panel provided some really useful tangible ideas to help solve HR issues. In particular I will try to implement Maria's example of forming a group of ten high performing individuals from the business, putting them in a room and briefing them on a key issue we have – and encourage them to be creative with the solutions."*

A report of the panel topics and answers will be available on the HopkinsLongworth website shortly (see below).

The event finished with drinks, canapes and networking within the excellent RSA facilities. Pauline Brown summed up the evening *"It was an excellent event. I found Laura's talk interesting and I was delighted that my question on developing up and coming talent was really well answered by the panel. Also, as an interim HR Director, it is very useful to be able to network at events such as this and make new contacts."*

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