



FRANK BRESSER CONSULTING: EXECUTIVE SUMMARY

COACHING RESEARCH PROJECT

2005

*The 10 key success factors for the implementation and improvement
of coaching in businesses/organisations*

January 2006 (2nd edition, 2009)

THE PROJECT

The **Coaching Research Project 2005**, conducted by Frank Bresser Consulting, was aimed to find out the key success factors for coaching programmes and to provide a well-founded, comprehensive and systematic top level framework for management action to best implement and improve coaching.

The project was supported by the East London Business School, the Rheinische Fachhochschule Cologne und numerous other organisations.

It contains the analysis of about 150 relevant literature sources as well as the undertaking and evaluation of the following primary research activities:

1. WORLDWIDE COACHING SURVEY 2005

144 participating coaches and managers from over 20 countries

2. TRANSATLANTIC COACHING PILOT PROJECT

19 high potentials from US - leadership students at Rice University - were coached by 19 highly qualified AC coaches from Europe across the Atlantic by phone

3. SERIES OF 12 INTERVIEWS WITH TOP COACHES/ COACHING MANAGERS

i.e. John Whitmore, Philippe Rosinski, Katherine Tulpa/ Alex Szabo (Chair/Vice Chair AC), Steve Mitten (Chair ICF), Amanda Bouch (Head of Organisational Development AC), Liz Macann (BBC), Hossam Haggag (Hilton International), Sandra Eggert (DaimlerChrysler), Andreas Steiner (Pfleiderer), Christa Stienen (Metro Cash & Carry Germany), Ralf Kronig/ Willi Oechsler (SAP), Bernd Runde (Police NRW)

FRANK BRESSER CONSULTING REPORT



GLOBAL COACHING SURVEY 2008/2009

The current state of coaching across the globe

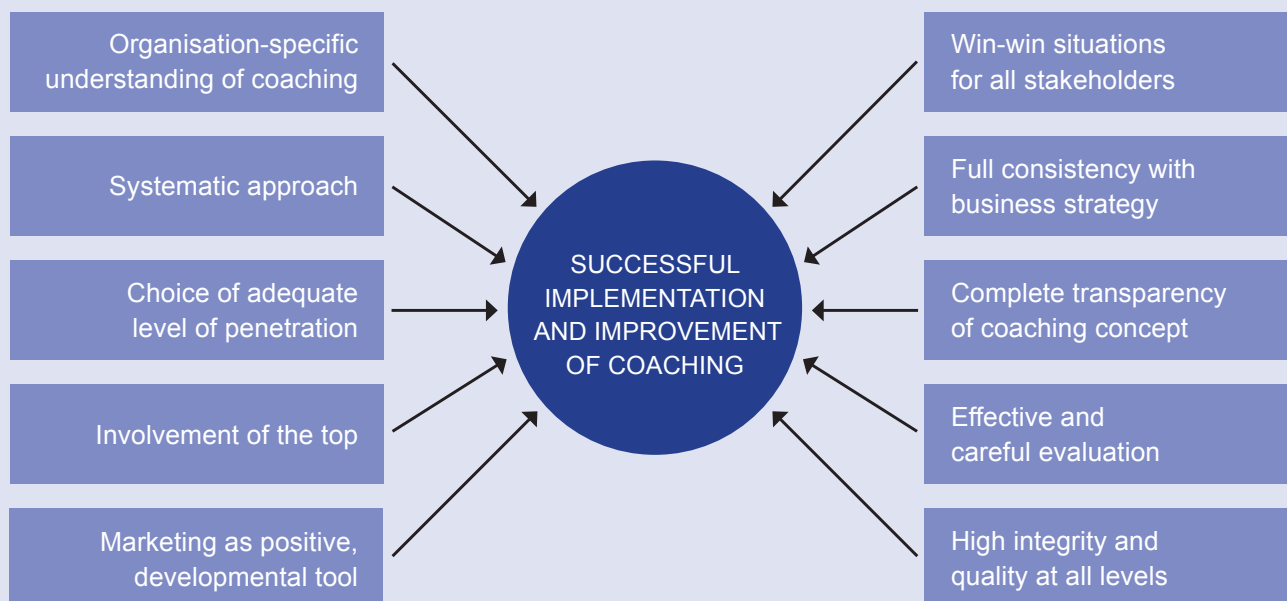
Free download available at

www.frank-bresser-consulting.com



The Global Coaching Survey 2008/2009, conducted by Frank Bresser Consulting, examined the current state of coaching in the world overall, in each continent, region and country - and covered 162 countries.





THE RESULTS

A well-founded, comprehensive and systematic top level framework for management action was developed.

The **10 key success factors** for the implementation and improvement of coaching in business/organisations are, according to the results of the project, the following (see also Figure):

- 1** Developing an organisation-specific understanding of coaching
- 2** Having a systematic approach
- 3** Choosing an adequate level of organisational penetration of coaching
- 4** Involvement of the top
- 5** Marketing, branding and approaching coaching as a positive, developmental tool

- 6** Creating win-win situations for all stakeholders
- 7** Achieving full consistency of coaching measures with business strategy
- 8** Ensuring complete transparency of the whole coaching concept
- 9** Evaluating effectively and carefully
- 10** Ensuring high integrity and quality at all levels

UPDATE 2009

The results of the project have set international standards and are being used and applied by companies worldwide. The high interest in the findings is unchanging. The Executive Summary of the project only has already been downloaded over 8.000 times from the website www.frank-bresser-consulting.com.

Well received Frank Bresser Consulting publications on the subject exist. Media across the globe (in particular in Europe, America and Australia) have reported about the project and its results.

Frank Bresser Consulting has continuously developed "the 10 key success factors" further which, today, is a much more advanced framework than the initial one found in 2005. The latest version will be set out in detail (as one of six frameworks) in Frank Bresser's seminars and in his new book "The global business guide for the successful use of coaching in organisations."

Frank Bresser Consulting Seminars

Reserve your place in one of the 3-day seminars with Frank Bresser:

➤ HOW TO SUCCESSFULLY USE COACHING IN BUSINESS

The 6 leading-edge Frank Bresser Consulting frameworks for the successful implementation and improvement of coaching

Target Group:

- Directors/Managers (HR, OD, L&D)/CEOs/Board members responsible for the implementation/improvement of coaching in their organisations.

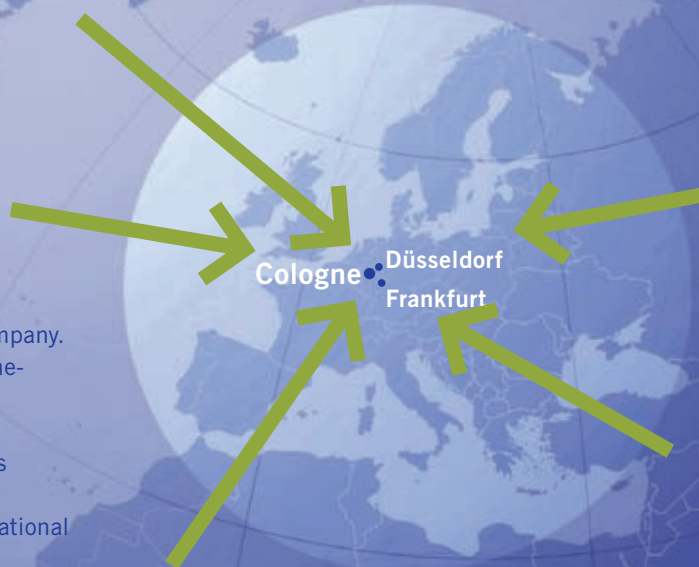
We explicitly welcome participants from across the globe. The seminar language is English.

Content:

- Learn how to make best use of coaching in your company.
- The 6 leading-edge Frank Bresser Consulting frameworks for the successful implementation and improvement of coaching
 - Practical illustrations through various case studies
 - Knowledge sharing and reflection space
 - Application of the frameworks in different organisational and cultural contexts

Venue:

- Within very easy reach by train/bus/car of Cologne/Bonn Airport (also of Düsseldorf Airport and Frankfurt Airport)



Dates for 2010:

- 21 - 23 April 2010
14 - 16 July 2010
27 - 29 October 2010
26 - 28 January 2011

Registration:

- You find the registration form and more information at:
www.frank-bresser-consulting.com/seminars.html

ABOUT FRANK BRESSER CONSULTING

The research project was initiated and conducted by Frank Bresser Consulting.

Frank Bresser is the global business expert for the successful implementation and improvement of coaching. Supported by his worldwide team of assistant consultants, he advises companies on the effective use of coaching. His expertise is used and put in practice successfully in organisations across the globe and has set international standards in the implementation and improvement of coaching.

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Announcement for 2010:



THE GLOBAL BUSINESS GUIDE for the successful use of COACHING IN ORGANISATIONS

by Frank Bresser

Download available at:

www.frank-bresser-consulting.com

Including...

- The 6 leading-edge Frank Bresser Consulting frameworks for the successful implementation and improvement of coaching in business
- Case studies from all over the world

