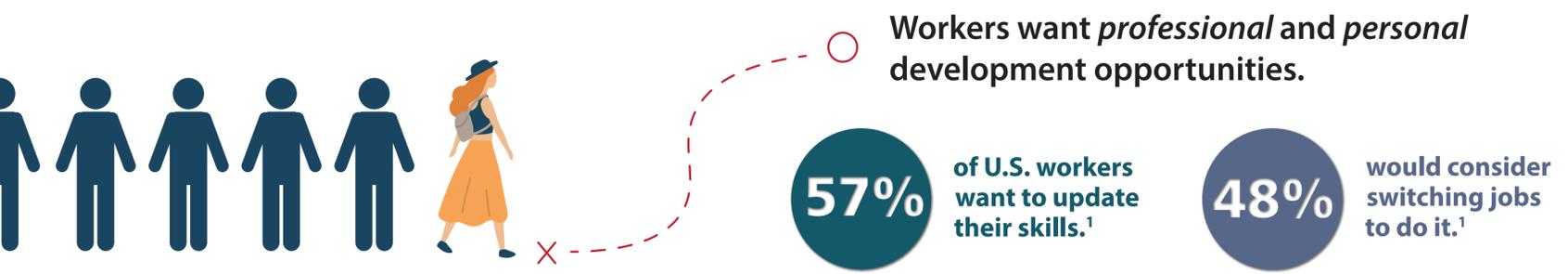


Why Coaching is Worth Your Investment

Today's workforce is different.



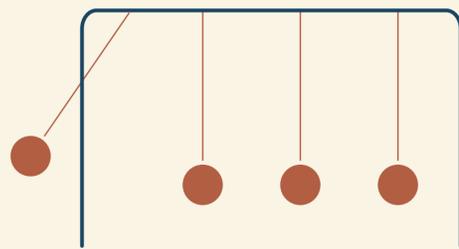
Workers who feel undervalued or dissatisfied will leave – among millennials, **76%** would leave a job if they were unappreciated.²

“Top-down” management has been replaced by more personal, coach-like relationships.³



Investing in coaching supports a learning environment.

Coaching has shown a direct effect on employees' organizational commitment by supporting a *learning environment*, which leads to a sense of **competence** and **belonging**.⁴



Through the use of coaching skills, you can support the training and development needs of your workforce.



Coaching improves worker performance, satisfaction, and retention.

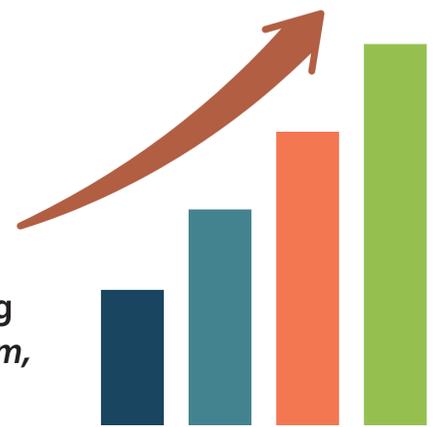
Employees want to feel:

Valued
Confident
Connected
Empowered⁵



Coaching skills support employees by focusing on the **whole person**.

Using coaching with employees improves performance by increasing *self-efficacy, hope, optimism, and endurance*.⁶



We bring coaching to you.
Our certified professional coaches offer:

- ✓ Customized coach training for your organization
- ✓ The Academy of Professional Coaching, providing ACSTC coach certification hours
- ✓ The Foundations of Coaching series for an introductory level experience
- ✓ One-on-one leadership coaching to support your professional and organizational growth



We want a *well-developed workforce, not just a well-trained workforce.*

LEARN MORE



Butler Institute for Families
Academy of Professional Coaching



¹ <https://www.gallup.com/workplace/356729/win-great-resignation.aspx>

² <https://www.forbes.com/sites/victorlipman/2017/04/15/66-of-employees-would-quit-if-they-feel-unappreciated/?sh=417747a26897>

³ <https://www.gallup.com/workplace/328460/why-managers-need-leadership-development.aspx>

⁴ <https://doi.org/10.1108/EJTD-07-2020-0122>

⁵ https://www.dalecarnegie.com/assets/resources/Emotional_Engagement_103017.pdf

⁶ <https://ijosmas.org/index.php/ijosmas/article/view/34>