

Webinar Summary:

Multiply your Management Development Programme's ROI with coaching

Hosted by: [Rachel Morris \(Motion Learning\)](#)
Special Guests: [Sophie Peaty](#), [Sarah Shaw \(The Body Shop\)](#)

Our webinar explored the benefits and positive results achieved by integrating coaching into management development programmes, so that programmes are more effective in changing behaviour and embedding learning.



Training vs coaching, or both?

We believe this is not an either / or question.

Coaching is a highly effective compliment to training programmes because it is focused on the individual, addressing their needs and enabling them to transfer and apply the formal learning they have received to their own situations.

 [Watch the webinar](#)

 [Read the Case Study](#)

 [Find out about line manager coaching](#)

 [Ask us questions](#)

Creating a coaching culture

Coaching is increasingly considered a core skill in a line manager's toolkit.

By exposing your managers to quality coaching themselves, you are providing them with another development tool; building their own capability as they begin to understand how it feels to be coached, and developing the tools and process to be able to replicate it themselves, increasing your organisation's internal coaching capability.

A Personnel Management Association report found that individuals increase their productivity by an average of 88% when training is combined with coaching, compared to just 22% with training alone.

"The engagement, motivation and enthusiasm I've seen from my team by using coaching techniques I've learnt has just been incredible"

Sarah Shaw, Regional Sales and Talent Manager, The Body Shop

4 ways coaching supports training

Coaching allows line managers to:

- 1. Apply their learning** - by bringing the 'theory' closer to the specific reality of a situation that individual line managers might be facing.
- 2. Customise their learning** - coaching explores what the formal learning really means to them - knowing who they are, and how best they can apply their learning.
- 3. Reflect upon their learning** - Coaching creates a reflective pause, inviting individuals to explore and deepen their learning and its application.
- 4. Receive support as they continue to learn** - to stay intentional, energized, and motivated to try new things as they move on from a programme.

Maximise budgets further with Group Coaching

Group Coaching offers a group of people typically not part of one individual team, (such as same level managers in different regions) the benefits of a coaching relationship in a cost-effective way.

Not only is there a saving of between 45%-60% vs 1:1 coaching, but relationships can be strengthened by listening, talking and sharing experiences with one another.