

Study shows coaching of staff during tough times can boost companies

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INTEGRAL coaching of staff during the current tough economic times can help companies boost competitiveness, says Janine Everson, of the Centre for Coaching based at the University of Cape Town Graduate School of Business.

The study follows coaching interventions that have helped to boost the operations of

Toyota Malawi.

Completed by Duncan Harrison as part of his UCT MBA requirements last year, the research measured the effects of an integral coaching programme at that company.

The study used data covering a 46-month period comprising two equal time periods, namely a pre-coaching period and a post-coaching commencement period.

It found, among other

things, that Toyota Malawi observed a 92 percent increase in Economic Value Added (EVA) after the coaching.

It highlighted that 82 percent of the respondents said the initiative had improved their team performances.

The company observed a 35 percent improvement in the productivity of its service division after the coaching programme had started.

Further findings showed a

1 percent improvement in stock availability and a 3 percent reduction in stock availability volatility.

Seventy-three percent of respondents reported that the coaching had improved management effectiveness.

“Studies like these serve to reinforce what we already believe at the Centre for Coaching – that coaching interventions are a highly effective means to improve efficiency

and enhance leadership,” said Everson.

“In the search for the next competitive advantage, organisations are now looking towards coaching as a means to empower their executives to become better business leaders.

“As an emerging concept in traditional coaching theory, integral coaching adopts an all-encompassing approach to the coaching process in order to

bring to bear all the various fields of human knowledge and endeavour.”

The centre’s director, Craig O’Flaherty, said: “It doesn’t take a one-dimensional view, but rather encompasses a holistic approach that covers the cognitive, physical, emotional and spiritual aspects of the person to arrive at a point where real growth and development can flourish.”

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