

# Executive Coaching

## Return on Investment

**Coachee:** Adam Birchnall  
**Client:** Hilton Foods

**Coach:** Kate Burrows  
**End Date:** 5/6/19

**The purpose of this form is to** demonstrate to your sponsor that they spent money and it was a good investment. e.g. they spent x and got y. They will want to know that behaviours have changed, and that those behaviours are here to stay.

### Level 1 - Reaction

Describe your reaction to the coaching. How has it been for you?

I was very, very sceptical about coaching at the start – I almost wanted a ‘get out clause’ but I gave it a go and was very, very surprised with how good it was. We had a good coach/ coachee fit – it was great that the coaching was not “fluffy”! I ended up telling things to my coach that I would not even tell to certain members of my own family - I just seemed to find myself talking... which was a big surprise to me.  
The coaching has helped me as much in my personal life as in my work life!  
Now, I would say to any of my team members offered coaching “go with an open mind, you will enjoy it”.

### Level 2 – What did you learn?

Please write one paragraph for each area of focus:

Area of Focus	What You Learned
Inner Chimp	I learnt about how our brains are wired and why I can sometimes react like I do.
Different styles and types	I have learnt about different characters who have different needs and that I can adjust my own behaviour, rather than expecting people to adjust to me. This has been a huge learning from this coaching for me.  I used to think all people that needed lots of positive feedback and affirmation were ‘needy’ but I now appreciate that some people need different things to motivate them.
Myers Briggs	I have learnt the difference between Paul and myself with regards to how we manage our time – in Myers Briggs terms, I am a ‘P’ and he is a ‘J’. This means that I like to flex, adapt and respond to the demands of the moment and prefer not to plan; Paul likes a detailed plan. The joint coaching session using MBTI helped us both understand this and work with it.

### Level 3 – Behaviour: How you’ve used the learning to make changes in the way you do things

Describe your original behaviour on each area of focus - what you used to do - and then your behaviour after the coaching. Include examples.

My behaviour Before Coaching (With Examples)	My Behaviour After Coaching (With Examples)
Inner Chimp	When people push my buttons, I stay calmer.
Different styles and types	Rather than disliking people who were different to me, I am now getting on with them better.  In meetings, I used to expect a “quick answer”... and get frustrated when it was not forthcoming. And then they would get anxious as a result of my behaviour. Now, I allow people who need it the time and space to think before answering.  I give praise more often.
Myers Briggs	Paul and I now together ensure that there is a balance between planning and flexing with regards to the work of the Engineering team – it’s now a case of “bullet-pointed chaos theory” (rather than just chaos)!!

### Level 4 – The results of your behaviour change on the business

Area of Focus	Business Results Achieved	Examples	Financial Impact
All three above	Adam’s <u>conservative</u> estimate is that he is at least 5% more effective as a result of his coaching. He says it is probably more than that.	As detailed above	Assuming an average Engineering manager salary of £50-70k, this makes a conservative ROI of £2500-3500 per annum.

Please indicate which, if any, parts of the above you would be happy for us to share within MBM, your own organisation or even use as a case study on our website to help promote coaching to others

Adam is happy for his comments to be shared with anyone.