

Why Invest in a Coaching Culture?

Leadership Development with iPEC® for
Organizational Transformation

CELEBRATING 25 YEARS AS AN INDUSTRY LEADER

A PROVEN METHODOLOGY • 25K+ iPEC® GRADS AROUND THE WORLD

INVESTING IN A COACHING CULTURE:

The Case for Organizations

Establishing a coaching culture creates lasting benefits within organizations, including increased staff retention, performance, productivity, and profitability.

50-70% performance improvement

According to a report from the International Coaching Federation (ICF), "leaders who participated in coaching saw **50 to 70 percent increases in work performance, time management, and team effectiveness.**" (International Coaching Federation Global Coaching Client Survey) Additionally, 65% of staff in companies where coaching is valued were found to be "highly engaged." ([source](#))

Improve retention with a coaching culture

Research from the Human Capital Institute (HCI) and the International Coaching Federation (ICF) in 2019 shows **62% of organizations with a strong coaching culture improved retention of top performers.**

Create more effective managers

According to Renee West, President and Chief Operating Officer of two Las Vegas-based hotel/casinos owned by MGM Resorts, the **35 company executives trained through iPEC's corporate engagement program gained the ability to "coach their mid-level managers rather than direct them,** resulting in a shift in how those managers led frontline employees, in addition to having a definitive impact on customer satisfaction." ([Read full article](#))

The best managers are coaches

After studying management techniques for more than a decade, **Google found the #1 top trait of a successful manager at Google is that the person is considered "a good coach"** by employees. ([source](#))



Enhanced work performance

According to the Institute of Coaching at McLean, a Harvard Medical School affiliate, **over 70% of individuals who receive coaching benefit from improved work performance** and more effective communication skills.



The ROI of Bringing Coaching Into Organizations

A Metrix Global study found that executive coaching offers a **788% return on investment (ROI)** based on factors including increases in productivity and employee retention. ([Read full article](#))



70% Increase in Individual Performance

What does this look like?

- Goal attainment
- Clearer communication
- Higher satisfaction



50% Increase in Team Performance

What does this look like?

- Better conversations
- Improved collaboration
- Enhanced work performance



48% Increase in Organizational Performance

What does this look like?

- Increase in revenue
- Increase in employee retention
- Customers as advocates

Why iPEC®

With more than 25 years of experience, iPEC® is a trusted voice in the industry and offers one of the first coach training programs to have been accredited by the International Coaching Federation (ICF)—a testament to the rigorous training our students receive.



1st to be Accredited

Among the first coach training programs to be accredited by the ICF

25K+ Grads

More than 25,000 iPEC graduates around the world

25 Years

Founded in 1999, iPEC® has more than twenty-five years of experience

95% NPS Score

95% of iPEC® graduates reported being satisfied or very satisfied with their iPEC training



Create Sustainable, Transformational Change for Your Leaders

The challenges leaders face are often symptoms of underlying causes. By only addressing the symptoms, leaders may be able to course-correct in the short term—but this approach fails to create meaningful, sustained change.

iPEC®'s proprietary Core Energy Coaching™ methodology goes beyond traditional leadership approaches, uncovering the root of an individual's challenges by identifying and shifting blocks that impede their success—which creates sustainable transformation.

Our students are rigorously trained and certified in this proven methodology, which is founded on more than 10,000 hours of research and application over 30 years.

Organizational transformation starts by shifting energy—but what does that *actually* look like?

- ✓ **High level contributions**
Employees, teams, and stakeholders operate and **contribute at the highest levels**
- ✓ **Better stress management**
Individuals build self-awareness, allowing them to **better manage stress and respond constructively**
- ✓ **Greater productivity**
Leaders are engaged and accountable, leading to **greater productivity and efficiency**
- ✓ **Productive conversations**
Teams approach conversations with **clarity and confidence**
- ✓ **Challenges are seen as opportunities**
Leaders **meet challenges with motivation and inspiration** rather than fear
- ✓ **Unmatched results**
Ideation, communication, and contribution flow freely in support of business objectives, leading to unmatched results



iPEC® was recognized on the Forbes Health Best Of 2023 list, specifically as “Best for Support After Graduation!”

Accreditations and Industry Partnerships



iPEC® offers an accredited ICF training program which meets the educational requirements for an **ICF credential**.



iPEC® is recognized by **SHRM** to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP®.



The use of this official seal confirms that this activity has met HR Certification Institute's® (**HRCI**®) criteria for recertification credit pre-approval.



iPEC® has been qualified by the CCE as a Registered Credential Training Provider to provide training courses qualified for credit for eligibility for the **Board Certified Coach credential**.

We've worked with leaders from some of the top organizations in the world, including:



What Our Graduates Have to Say

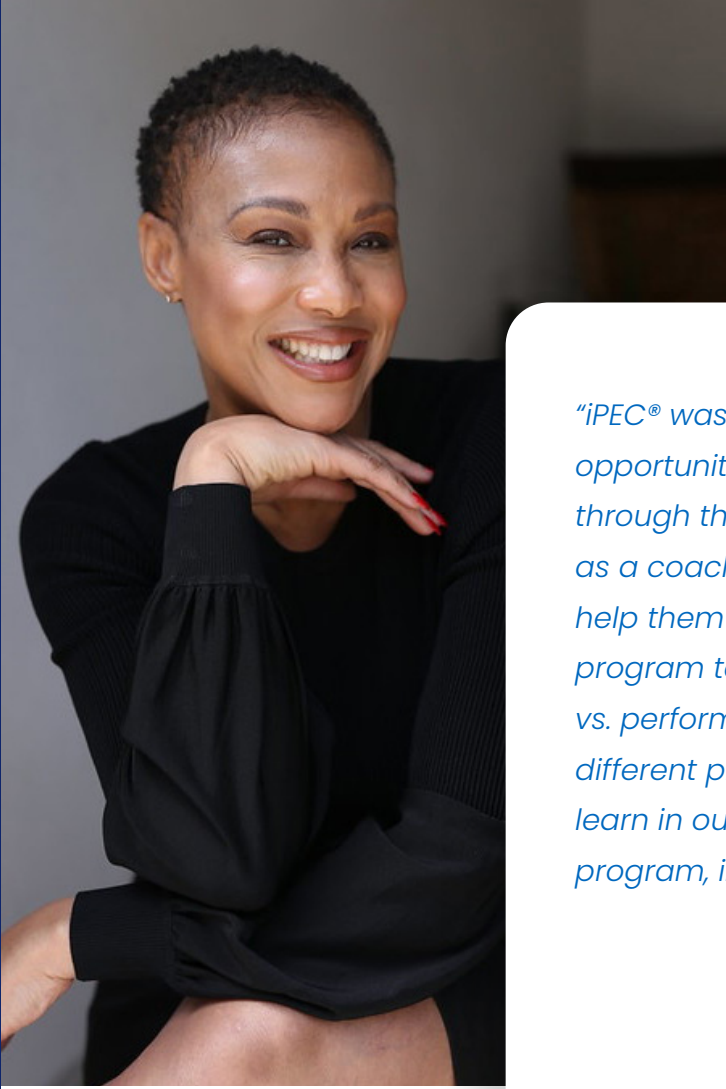


"I loved the energy of the instructors and the program really boosted my personal growth. Many of the skills I learned and put to use have brought me more leadership opportunities in my career. I've learned how to truly live it and my employers along the way have definitely noticed. Whatever anyone's reason is for considering the program, they won't regret it."

- Alyssa Marie, iPEC Graduate

Founder of Alyssa Marie People Consulting





"iPEC® was one of the best developmental opportunities I have ever invested in. As I went through this program, my level of confidence grew as a coach, and my ability to lead my team and help them maximize their potential expanded. This program taught me about mastery orientation vs. performance orientation, which are two very different processes and views on how we lead and learn in our lives. If you are looking for a top-notch program, iPEC® is the school for you."

- Jennifer McDaniel, iPEC Graduate
Founder and CEO of Soul Abode



"Almost immediately, we have seen positive shifts in individuals and in the overall awareness and mindset of the teams. Not only are people noticing their energy levels, but they're talking about it, and they're seeking solutions on how to raise themselves to an even more positive, energetic place. The principles taught by iPEC® have enhanced our Change Management programs and have also drastically shifted the culture and engagement in our support departments."

- Pasquale Ferrara, JR., iPEC Graduate
Executive Director of Human Resources at Rabobank

