

THE COACHING EFFECT SURVEY

Ecsell
INSTITUTE

STEP 2 IN ECSELL'S 3-STEP PROCESS

The Coaching Effect Survey (CES) is a one-of-a-kind tool because it's the only survey focused squarely on measuring a leader's coaching of their team. We measure coaching consistency and effectiveness, rather than employee satisfaction or engagement, because our research shows that when coaching improves, a team's performance improves. Simply put, better coaching leads to better results.

31%

The amount of leaders & managers that demotivate their teams due to poor coaching.

\$2.1 MILLION

The amount of money, per manager, that demotivating leaders leave on the table every year due to poor coaching.

\$4.3 MILLION

The amount of money more, per manager, that the top 20% of coaches bring in every year compared to the bottom 80%.

HOW WE QUANTIFY LEADERSHIP

The CES assesses a leader's coaching in six crucial themes that drive performance:

- **Connection** – Creating respect, engagement, and rapport
- **Psychological Safety** – Facilitating openness, security and support
- **Structure** – Driving consistent and dependable execution
- **Communication** – Sharing clear strategies and expectations
- **Challenge** – Triggering challenges for increased results
- **Skill Development** – Teaching skills to improve performance

How do we know these themes drive performance? Because the Ecsell research team analyzed hundreds of thousands of surveys and compared the data to top performance metrics. Over a decade of this research is clear - leaders that excel in these themes lead teams with better results.

CONTACT US



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The Survey is very important for our ongoing growth. Our managers have a tremendous impact on team results and it helps them understand how they can improve their coaching effectiveness and impact.

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