GCG

Global Coach Group
Lead for Good



ACHIEVE 5 - 9X BETTER RESULTS

in Leadership Coaching Involving Coworkers

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Case Overview

Program:
One-on-One
Leadership Coaching

Industry:
Financial Services

Results Preview:

Large scale coaching with **4000+** leaders and their coworkers produce consistent high level results

5 - 9x Better results involving coworkers in coaching

85 - 97% Of coworkers confirm improved leadership performance

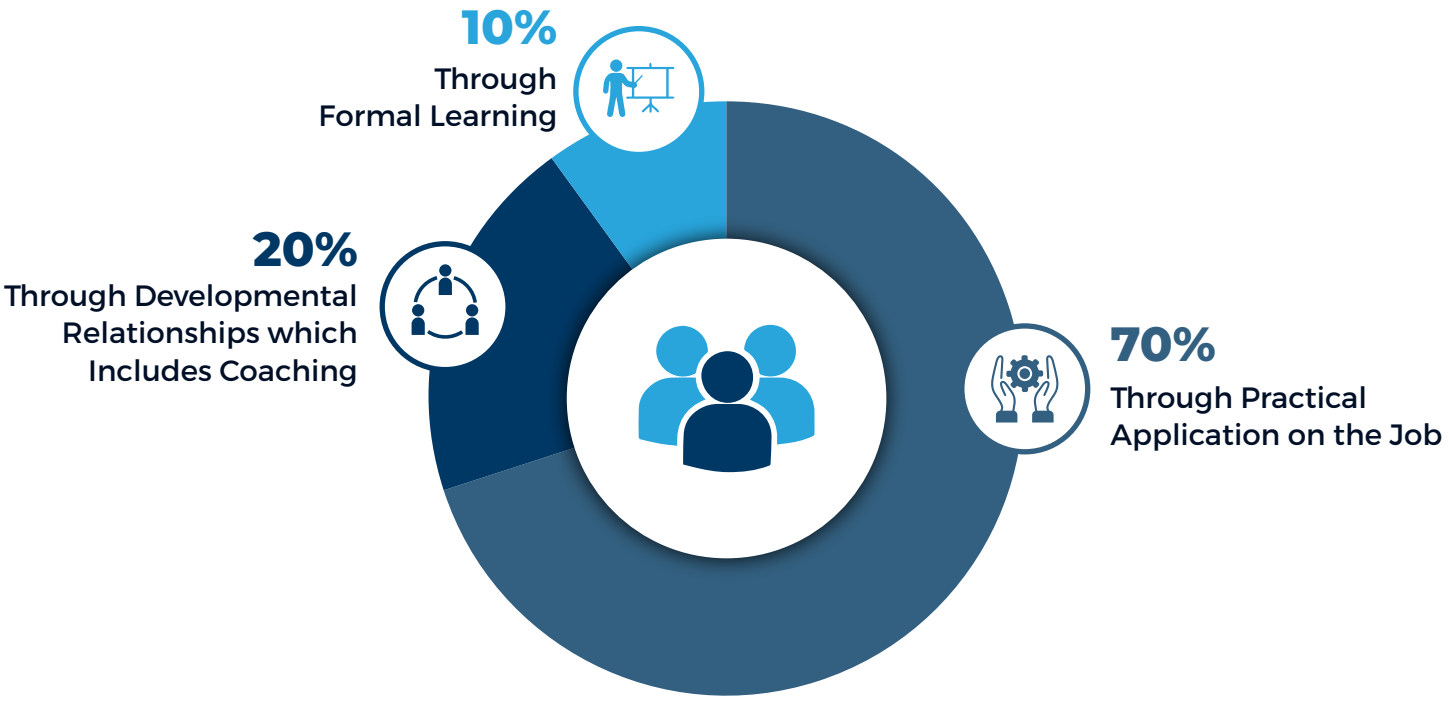


Consistent High Level Results from Coaching Comes with Coworker Involvement

In the high-demand landscape of the financial services industry, leaders must navigate their dynamic environment while delivering on ambitious strategic goals. These organizations know that their ambitious strategy requires the development of more leaders- better and faster, to achieve their growth ambitions. In other words, the threshold for success is ultimately limited by the number of effective leaders in the organization and their ability to engage their teams and work collaboratively to increase productivity and drive results.

In the financial services industry, people are a critical driver of success. Companies that want to grow their business fast need to develop their leaders just as quickly, and coaching delivers that in 6-12 months. But how can organizations effectively develop leaders at a rapid pace without overwhelming their leaders and their teams in the process?

For decades many companies have relied on the proven Experience-Based Learning Model, adhering to the 70-20-10 rule for skill acquisition



This approach is meant to empower leaders to create change with their teams to improve results, leverage innovative strategies and technology, and satisfy evolving customer needs. But how does a vast, international company achieve this amidst business challenges, a dynamic economic environment, and fierce market competition? The case of two companies illustrates how a strong focus on developing leaders using GCG's agile coaching approach involving coworkers serves as a conduit, helping organizations steer toward measurable improvements in leadership effectiveness to the satisfaction of nearly all coworkers.

With the stakes higher than ever, these top-tier client companies recognized that the conventional coaching methods they relied on proved insufficient and yielded inconsistent results in achieving their ambitious leadership development objectives. They opted to invest in their future with GCG's proven Triple Win Leadership Coaching, understanding that they needed better coaching that consistently yielded outstanding results to achieve a high return on the coaching investments. Through GCG's highly effective and scalable coaching involving coworkers, they enhanced leadership and team engagement while sustainably improving business results.



A Systemic, Bespoke, and Scalable Coaching Approach Ensuring Sustainable Impact

The leadership teams of two top-rated financial services organizations, operating in over 40 countries and offering services for consumers and corporate clients, understood through years of experience that effective leaders attract exceptional talent, foster greater team engagement, and generate superior business outcomes. These two GCG client companies selected 483 leaders and engaged over 3,600 of their coworkers in their leadership coaching journey. These employees had invested substantial time in formal training and on-the-job learning as part of the companies' commitment to the Experience-Based Learning Model, which utilizes the 70-20-10 rule. These organizations experienced that investment in GCG's coaching integrated their efforts in formal learning with on-the-job challenges, multiplying the outcomes from their development investments. The coaching evidenced that GCG's Triple Win Leadership Coaching approach delivered by seasoned professional coaches with ample senior leadership experience was invaluable in accelerating the process of change and growth for the leaders and their teams. Furthermore, these organizations ensured the impact and sustainability of the coaching results when they committed to 12-month engagements with GCG.



GCG embraces the collaborative people-centered values that are central to the companies' cultures by incorporating coworker involvement in the coaching process and embedding this approach into their organizational culture. While formal learning and on-the-job experiences laid a strong foundation, coaching served as the bridge that help the leader to convert their theoretical understanding (know-how) into practical and effective leadership show-how on the job addressing their real-world challenges. Furthermore, the involvement of coworkers amplified the results of coaching and streamlined the focus of each team, ultimately benefiting the organization as a whole.

GCG's systemic, bespoke, and scalable coaching approach focuses on continuous improvement, consistent coworker involvement, and measuring progress. The client companies invested in this approach by engaging GCG's coaches, providing leaders with a 12-month development journey to improve their leadership effectiveness addressing their most important leadership challenges at work, and sustainably adopting and embedding the improvements in their team's culture. GCG's coaches guided them through a structured yet bespoke approach outlined below:



Focus

At the outset, leaders used feedback to pinpoint two high-impact development areas that would benefit them, their coworkers, and the business. This strategic focus addressed the most important leadership challenges, translating into significant benefits within 6-12 months.



Feedforward

The next step is the consistent involvement of coworkers in the coaching journey. Leaders cocreated change with their teams by asking for improvement suggestions and sharing action plans, fostering confidence, empowerment, and accountability at all levels. With coworkers investing just five minutes per month, the approach produced visible results within 6-8 weeks.



Follow-up

Regular follow-up measured the impact of action plan implementation on leadership effectiveness, team dynamics, and performance results. These pulse assessments ensured that progress was tracked and adjustments were made as necessary, leading to sustained improvement.

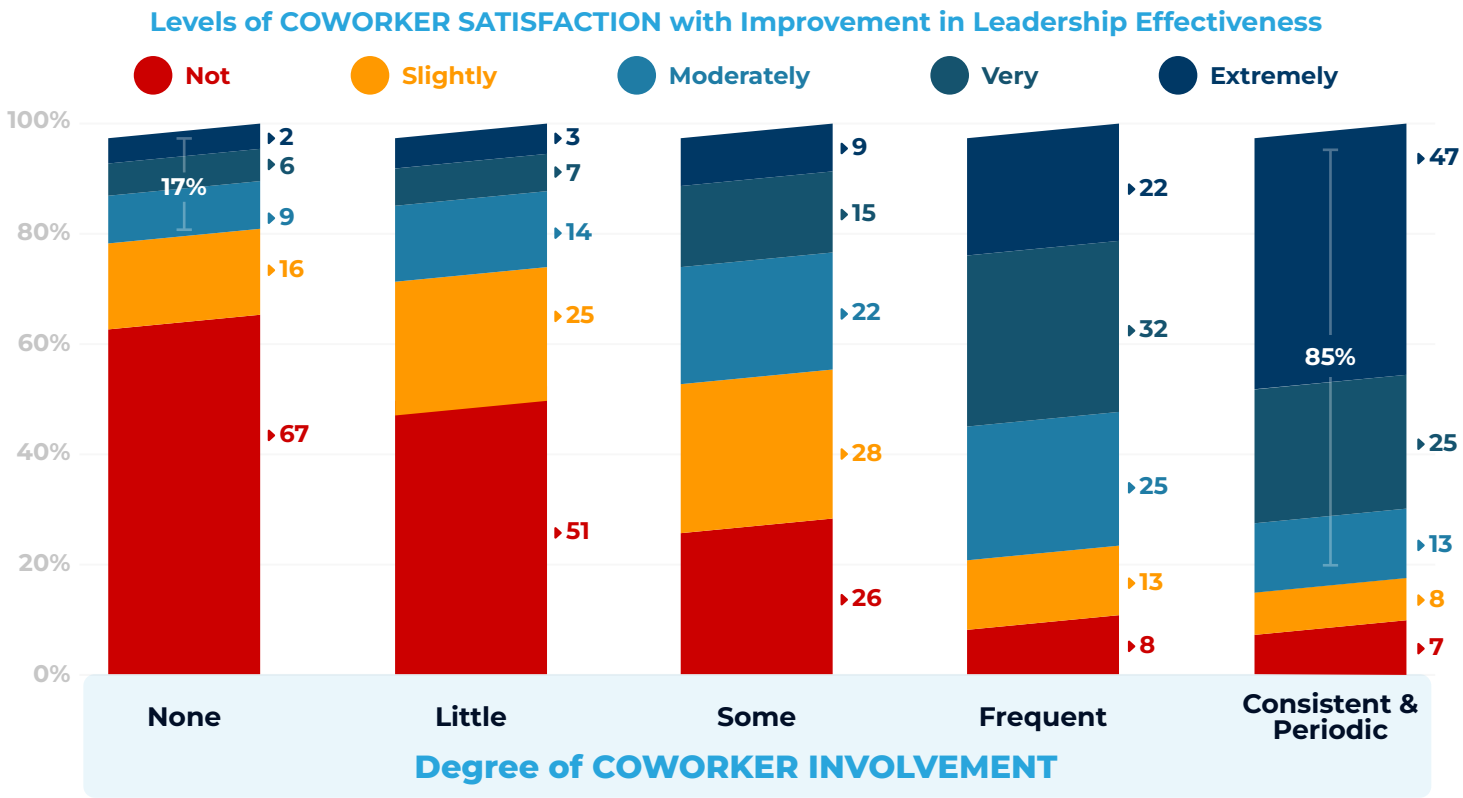
Five Times More Coworkers Confirm Leadership Improvements

Examining the impact of GCG's coaching programs on these two organizations revealed remarkable results, showcasing an impressive increase in coworker satisfaction with the improvement the leaders had made. Specifically, both organizations experienced the benefit of including their coworkers and in doing so saw a more than 5x higher success rate in improving leadership performance as attested by coworkers. These results highlight how GCG's approach drives substantial satisfaction while also sustaining the increases in satisfaction well beyond the duration of the coaching engagements.

Organization 1

Leaders naturally understood the value of involving coworkers in cocreating change, applying this approach across the organization in product and service development. Whereas earlier coaching engagements without coworker involvement led to coworker satisfaction rates with the leadership improvements at just 17% after 12 months, when the leaders involved their coworkers, these satisfaction rates dramatically increased fivefold to 85% (see illustration). The yearlong engagements fostered mutual support and ongoing accountability resulting in sustainable leadership change, maintaining valuable progress well beyond the coaching engagements concluded.

Leaders Who Involve Coworkers Achieve 5x Higher Success Rates in Leadership Improvements



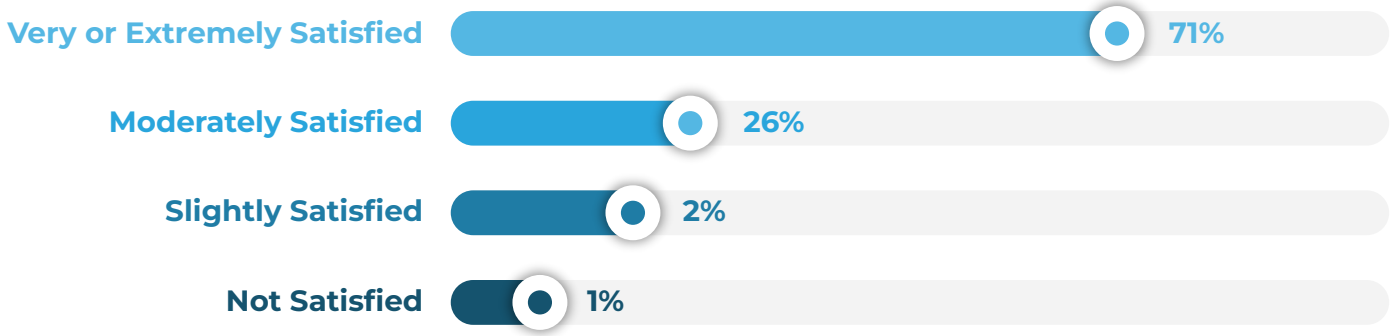
Organization 2

Their leaders used the same coaching approach and, with the integration of GCG's coaching tools, resulted in even better outcomes. These tools offered greater time efficiency for both leaders and coworkers, providing a cutting-edge, convenient and structured process with features like online feedforward collection, action plan sharing, implementation tracking, and impact measurement. This streamlined approach reduced the time investment required and led to a remarkable 97% of coworkers confirming the improvements in leadership effectiveness over the 12-month coaching journey. It became clear that the investment was well worth the resources and efforts to achieve tangible, sustainable results and high levels of satisfaction.

Putting these percentages in perspective, a 17% satisfaction rate means that, on average, only one or two coworkers in a team were satisfied with the leader's improvement. In contrast, with consistent coworker involvement, almost all coworkers (97%) were satisfied. This stark difference underscores the real consideration to make when coaching leaders: involving coworkers is crucial for achieving across-the-board satisfaction and effective leadership improvements.

Level of coworkers satisfaction with the leadership effectiveness improvement as a result of the coaching after 12 months.

97% of Coworkers Confirmed Improvements in Leadership Effectiveness



Level of Coworkers Satisfaction with Leadership Effectiveness Improvement as a result of the Coaching after 12 Months.



Nine Times More Coworkers are Highly Satisfied with Leadership Effectiveness Improvements

When reviewing their satisfaction more deeply, focusing on coworkers who reported being very or extremely satisfied- the results become even more striking. Evaluating coworker involvement in leadership coaching yielded remarkable conclusions for both organizations. Without coworker involvement, only 8% of coworkers reported being very or extremely satisfied with leadership improvements. However, involving coworkers increased that same high-level of satisfaction to 72% and 71% for Organizations 1 and 2 respectively, marking a remarkable 9-fold increase. These results underscore the impact of involving coworkers in leadership development, highlighting smoother implementation and a significant enhancement in satisfaction with leadership improvements.



Without coworker involvement, only **8%** of coworkers were highly satisfied with the leaders' improvements



With coworker involvement, **72%** and **71%** of coworkers were highly satisfied with the leaders' improvements



Conclusion - Coaching with Coworkers Cultivates a Culture of Success

The experience of these financial services organizations illustrates that involving coworkers in leadership coaching is a transformative strategy. GCG's structured and bespoke Triple Win Leadership Coaching approach facilitated by its expert coaches and GCG's tools not only ensures that coaching is scalable and sustainable but also leads to measurable improvements in leadership effectiveness, team engagement, and business performance. By embracing coaching as part of the culture and utilizing both internal and external coaches, organizations can drive consistent leadership development and cultural transformation. This case proves, with clarity, that with the right approach, coaching can indeed be a powerful catalyst for organizational success.

For our clients, we deliver a Triple Win: Better Leaders, Better Teams, and Better Results, boasting a

For Clients

We Deliver a Triple Win



Better Leaders, Better Teams, and Better Results — boasting a 95% success rate confirmed by coworkers, based on more than 100,000+ leaders coached.

Global Coach Group delivers the best results-based coaching worldwide through our network of over 4,000 world-class certified coaches, powered by our proven Triple Win Leadership Coaching approach and proprietary digital tools.

Triple Win Leadership Coaching, captured in Everybody Wins by Will Linssen — Amazon #1 International Bestselling Author.

Author

Will Linssen



Will Linssen has been ranked World's #1 Leadership Coach by Global Gurus (USA) and World's #1 Coach Trainer by Thinkers50 (UK), serves as advisor to the Harvard Business Review, and is recognized as a LinkedIn Top Executive Coaching Voice. He is an Amazon #1 International Bestselling Author. With more than 30 years of experience in executive leadership across Europe, North America, and Asia, Will holds the International Coaching Federation's highest accreditation: Master Certified Coach.

He is the founder and CEO of Global Coach Group, the world's #1 international leadership coaching network, with over 4,000 coaches worldwide serving Fortune 500 companies and leading multinational corporations.