GCG

Global Coach Group
Lead for Good



TIME TO THRIVE

GET THE IMPACT YOU WANT

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Choosing the Right Coaching Duration for Impact

Business executives, their HR Business Partners, and leaders considering coaching always ask: *How long should a coaching engagement last to be effective?* The answer isn't one-size-fits-all. The duration of coaching should be aligned with the specific outcomes you expect. Whether you want to build awareness, shift behaviors, or create lasting cultural change, the length of the coaching engagement will influence the extent and sustainability of the results.

Below, we outline a framework for determining the right coaching engagement duration depending on the depth and sustainability of impact sought, based on coaching more than 100,000 leaders globally. By understanding the different phases of coaching, you can make an informed decision that drives long-term success not only for the leader but also for their team and their performance results.

Tailoring Coaching to Your Organization's Leadership Goals

Coaching is a powerful tool for transformation, but results differ depending on the engagement length. To guide clients in selecting the right duration, we've broken down coaching into four distinct service offerings that build on each other, each aligned with progressively more impactful leadership outcomes.



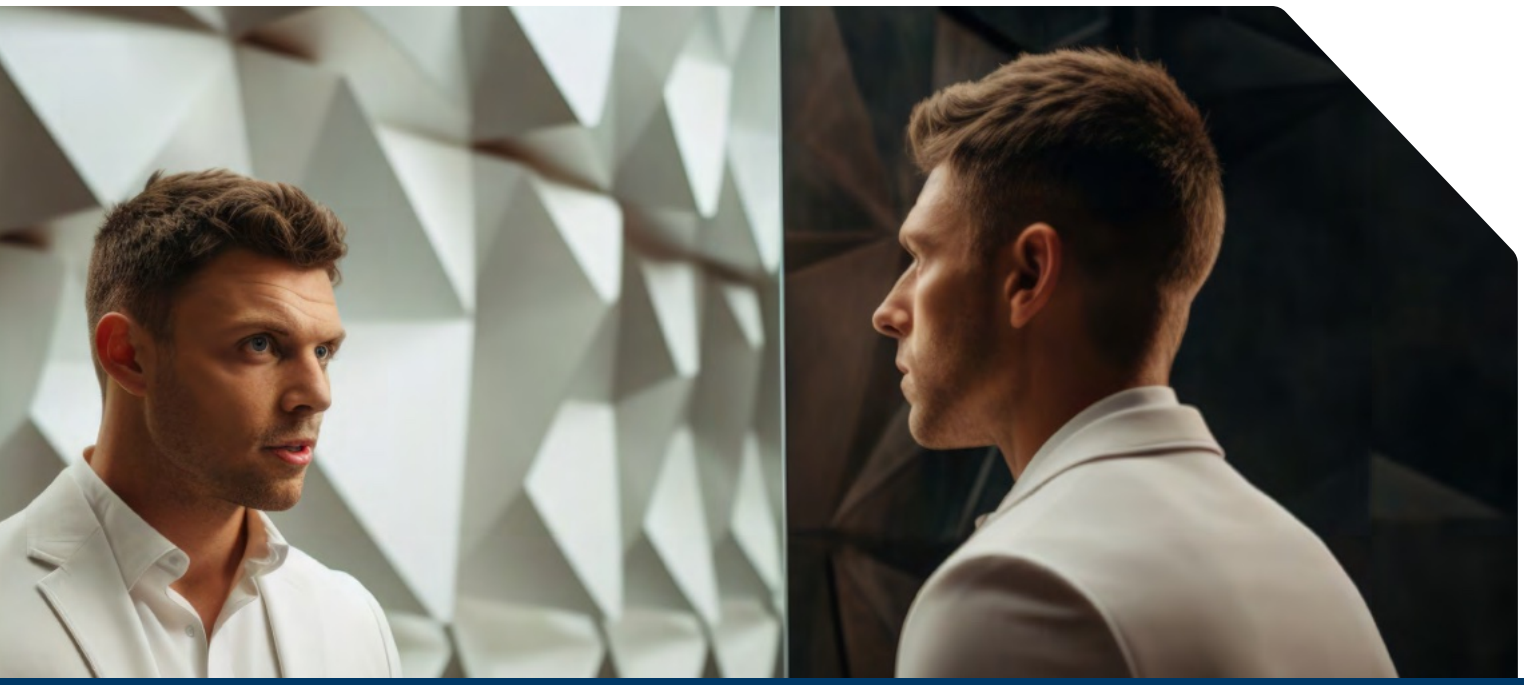
KNOW IT (3 Months)

Building Awareness: Coaching for Personal Insight and Strategic Action Plans

Best for: Leaders who want to clearly understand their developmental areas and strategies for personal leadership challenges such as self-awareness, time management, intuition, emotions, and succession readiness but do not require immediate and visible transformation.

Focus: Increasing awareness and crafting an action plan.

Outcomes: Leaders gain a clear and actionable understanding of their strengths and specific areas for improvement, resulting in a well-defined, strategic plan for growth. At this stage, 98% of leaders are satisfied with the coaching and feel a clear sense of progress and personal development. However, coworker satisfaction with the leader's effectiveness improvement tends to be much lower, with only 18% perceiving notable improvements even after 12 months. The disparity highlights that while increased self-awareness and a solid action plan are valuable first steps, they are not enough to produce visible, meaningful change in a team environment. Sustainable transformation requires active engagement with coworkers and ongoing support; without these, leaders often struggle to translate insights into observable, influential change within their teams.



SHOW IT (6 Months)

From Insight to Impact: Demonstrating Early Leadership Changes

Best for: Leaders aiming to demonstrate tangible leadership change and early-stage impact confirmed by coworkers.

Focus: Cocreating change with coworkers while implementing and refining the action plan.

Outcomes: As a leader, you will move from awareness into action toward achievement. While this transformation takes place in you, the team under your leadership also witnesses expansive, positive growth. The involvement of coworkers customizes and improves the quality of the action plan and accelerates the impact of the change for themselves and their teams. By the end of six months, 63% of coworkers are satisfied with the improvements in leadership effectiveness, though only 16% are highly satisfied. Coworkers start seeing results but want to see more consistency and more impact because they want to see that the change is here to stay.



GROW IT (9 Months)

Embedding Leadership Change: Sustaining Effectiveness and Team Growth

Best for: Leaders seeking sustainable leadership change and improving their overall leadership effectiveness, as confirmed by their coworkers.

Focus: Embedding new leadership behaviors and skills, and leveraging coworker involvement to impact team effectiveness and performance results.

Outcomes: The leader's new behaviors become habitual, and coworkers become more involved in the change process and action plan implementation. Consistency reassures coworkers that the leader's transformation is genuine and sustainable. Coworkers start adopting the changes the leader is making and adapting their approach to work, leading to increased team effectiveness. By this stage, 76% of coworkers are satisfied with the leader's improvement, and 41% are highly satisfied.



OWN IT (12 Months)

Creating Culture Shifts: Anchoring Change Across Teams

Best for: Leaders committed to creating sustainable change while driving true culture change, improving team effectiveness and performance results, and setting the foundation for continued success.

Focus: Anchoring changes within the leader and team culture.

Outcomes: At this point, leadership transformation permeates from the leader into the team and anchors into the team's culture. After 12 months, 95% of coworkers acknowledge significant improvement in the effectiveness of the leader, their team and performance results, with 71% being highly satisfied. This coaching ensures that change is not just an individual shift but one that permeates the team, resulting in long-term sustainability.



The Case for Commitment:
Why Extended Coaching Delivers Deeper Transformation

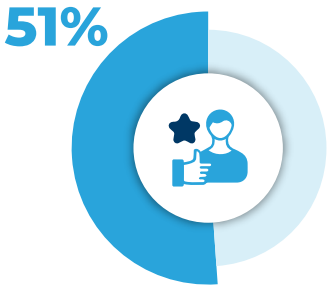
Many clients ask if significant leadership transformation can happen quickly in just three or six months. While short-term gains are possible, truly significant and sustainable change takes time.

Consider this: Most leadership challenges have been developing over several years, and expecting them to be resolved in just a few months is not realistic. Sustainable leadership change requires time for the new habits to settle into the leader's routine and get anchored into the team's culture. This is why longer coaching engagements yield better results- not just for the leader but also for the team and the organization's results.



Understanding the Payoff:
Why Longer Engagements Matter

Longer coaching results in:



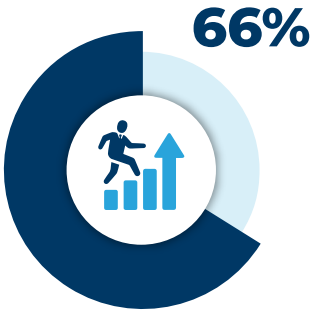
51% better results in coworker satisfaction:

After six months, 63% of coworkers are satisfied with the leader's improvements, but by 12 months, that jumps to over 95%.



4x more coworkers highly satisfied

Only 16% are highly satisfied with the leader's improvements after six months, but this number quadruples to 65% after 12 months.



66% more managers confirming success:

By six months, 56% of managers are satisfied with the leader's measurable improvements. After 12 months, this rises to 93%, demonstrating the significant impact of extended coaching.



Investing in Lasting Change: Choose the Right Duration for the Results You Need

Selecting the right coaching engagement duration is crucial for achieving your leadership development goals. Whether you aim to spark awareness or to drive sustainable culture change, remember that meaningful change takes time. While shorter engagements raise awareness and help leaders identify growth areas and develop action plans, this alone is insufficient to produce the kind of impactful change that coworkers and teams can observe.

The more you invest in a longer coaching process, the more likely the results will be sustainable, far-reaching, and embedded into the fabric of your organization. At Global Coach Group, we apply our Triple Win Leadership Coaching approach, ensuring that coaching delivers benefits on three levels: the leader, the team, and the performance results. This approach emphasizes that true leadership transformation is about creating lasting change that improves team dynamics and drives organizational success. When you commit to a comprehensive coaching engagement, you ensure that everyone in the organization experiences the positive impact of a more effective, engaged, and dynamic leader.

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.