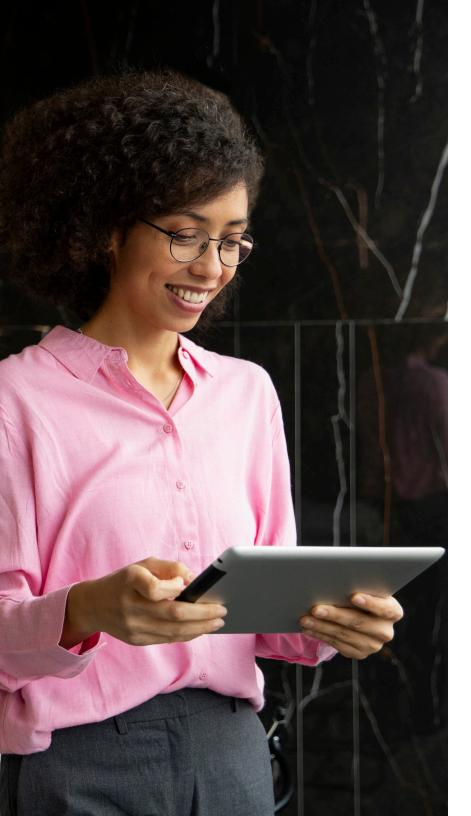# How to Make a Business Case for Scaling Coaching in Your Organization

BOON

The Case for Coaching

HR leaders face increasing pressure to **develop strong leaders, improve retention, and enhance engagement**, all while demonstrating ROI on talent investments. Traditional leadership development models **fail to scale** and often **burden teams rather than support them**.

This guide provides a **step-by-step framework** to help HR leaders **build a business case for coaching**, secure executive buy-in, and tie coaching directly to business outcomes.

You'll learn:

- ☑ How coaching drives **measurable improvements** in retention, engagement, and performance.
- ☑ The key **financial benefits** of coaching and how to pitch it to CFOs, CEOs, and CHROs.
- ☑ A **5-step framework** to secure budget and implement a scalable coaching program.
- ☑ How to address common objections and make coaching a **strategic, revenue-driving initiative**.
- ☑ Why traditional leadership development methods fail and **why democratized coaching is the modern solution**.
- ☑ A **customizable worksheet** to map coaching to your company's specific challenges and goals.
- ☑ How coaching supports **the whole human**, enhancing well-being alongside professional development.

The Pitfall of Traditional Leadership Development Approaches

Despite growing evidence that **coaching is the most effective method for leadership development**, many HR leaders still turn to **outdated, ineffective approaches**, such as:

❌ **Generic Manager Training Programs**

- One-size-fits-all training that doesn't adapt to **individual leadership challenges**.
- Studies show **learners forget 75% of new information within six days** if it's not applied immediately.

❌ **On-Demand Learning Pathways**

- Self-guided courses may seem scalable, but completion rates for online leadership training hover between **5-15%**.
- They lack **real-time feedback, accountability, and direct application** to real leadership situations.

❌ **Executive Coaching for a Select Few**

- Lacks scalability, and HR teams spend time sourcing and managing multiple providers.
- Leaves emerging leaders underdeveloped, risking retention and readiness gaps.

Why Democratized Coaching is the Modern Solution

Instead of placing the burden on managers to self-direct their leadership development, **coaching integrates into their workflow**, providing:

☑ **Personalized leadership growth** with 1:1 and group coaching tailored to individual challenges.

☑ **Scalable access** to leadership development at all levels—not just executives.

☑ **Real-time feedback and application**, reinforcing learning and accountability.

☑ **A structured, ongoing approach** rather than one-time interventions.

☑ **Support for the whole human**—coaching goes beyond professional skills to address **mental resilience, confidence, and work-life balance**.

Organizations that embrace **scalable, democratized coaching** achieve **higher retention, engagement, and leadership effectiveness**—without burning out their teams.

Transforming Leadership Development with Scalable Coaching

The Challenge

A **high-growth tech company** with **100+ employees** faced leadership challenges typical of fast-scaling organizations:

- **Leadership gaps –** emerging leaders struggled with delegation, feedback, and strategic thinking.

- **Engagement concerns –** employees lacked structured support for professional development.

- **Retention risks –** high-potential employees were leaving due to limited growth opportunities.

Traditional training programs had been costly and ineffective, failing to deliver sustained behavior change. The company needed a **scalable, personalized coaching solution** to address these challenges.

The Boon GROW Solution

To develop their leaders and improve engagement, the company partnered with **Boon GROW** to integrate personalized **1:1 coaching and structured leadership development** into their internal programs.

Boon provided:

12-session leadership coaching for emerging leaders

Pre- and post-coaching skill tracking to measure progress across key competencies

Custom impact reporting to demonstrate tangible business outcomes

Transforming Leadership Development with Scalable Coaching

Measuring the Impact

Within six months, coaching delivered **measurable improvements across every leadership competency**:

- Average **improvement of 50%** across core selected topics
- Average **improvement of 33%** across 10 categories
- **Top improvement areas:**
  - **Giving & Receiving feedback** – +106%
  - **Time mgmt & productivity** – +67%
  - **Adaptability & resilience** – +52%
- **96% average client satisfaction**

Insight Category	Before GROW	After GROW	% Change
Emotional Intelligence	3.9	4.25	+9%
Effective Communication	3.4	3.5	+3%
Delegation & Accountability	2.4	3	+25%
Strategic Thinking	2.7	2.75	+2%
Building Relationships at Work	3.3	4.0	+21%
Change Management	3.4	3.75	+10%
Giving & Receiving Feedback	1.7	3.5	+106%
Time Management & Productivity	2.4	4.0	+67%
Adaptability & Resilience	2.3	3.5	+52%
Self Confidence & Imposter Syndrome	2.0	2.75	+38%

Mapping Coaching to Business Goals

Use this worksheet to **tie coaching directly to your company's business challenges** and quantify its potential impact.

Business Challenge	Current Impact	How Coaching Helps	Potential ROI
High turnover in leadership roles	X% of leaders leaving per year	Coaching increases retention by 30-50%	Savings of $XXX per leader retained
Low engagement scores	X% disengaged employees	Coached employees are 3x more engaged	X% productivity increase
Struggling manager performance	X% of managers rated ineffective	42% increase in leadership confidence through coaching	X% improvement in team performance
Lack of leadership pipeline	X% of roles filled externally	84% of coached employees get promoted internally	Lower recruiting costs by $XXX

Action Step: Fill in your company's data and use this as a key argument when pitching coaching internally.

What Your CFO Wants to Know: Coaching = measurable ROI

$267K **in annual savings** from reduced turnover

$2,400 **per employee in profit gains** from engagement (Gallup)

7x **median ROI** on coaching investments (ICF)

Coaching correlates with 21% higher business performance

Coaching isn't just a people strategy—it's a **profit strategy.**

How to Secure Budget for Coaching

Follow this **4-step roadmap** to successfully advocate for a coaching program in your organization.

Step 1:
Identify Key Business Challenges

What problems is your company facing?

- High turnover in leadership roles?
- Struggling manager performance?
- Employee disengagement or burnout?

Step 2:
Tie Coaching Directly to Business Outcomes

Use data to make the case:

- "A 10% increase in employee engagement correlates to a $2,400 per employee increase in profits annually." (Gallup)
- "Companies that offer leadership coaching see a 30% improvement in team performance."

Step 3:
Address the Limitations of Traditional Training

- Contrast coaching with **outdated training methods** that HR teams often default to.
- Highlight coaching's **higher retention rates, engagement impact, and long-term behavioral change.**

Step 4:
Build a Pilot Program for Proof of Concept

Start small, then scale:

- Run a **6-month coaching pilot** for a select leadership group.
- Measure key metrics: retention, engagement, performance.
- Use success data to expand the program company-wide.

Boon acts as your coaching infrastructure—not just a vendor.

We eliminate the sourcing and quality burden. With a curated bench of certified, industry-aligned coaches and turnkey implementation, HR teams spend **0 hours vetting**, and 100% of their time demonstrating impact.

We're not just providing coaches. **We're your right hand in talent development.**

Coaching is a Business Growth Strategy

Scaling coaching **isn't just about developing leaders— it's about future-proofing your business and supporting the whole human.**

Key Takeaways:

- ☑ Coaching reduces **turnover costs** and increases **employee retention.**
- ☑ Coaching improves **engagement, productivity, and leadership effectiveness.**
- ☑ Coaching supports **the whole person—addressing resilience, confidence, and well-being.**
- ☑ Traditional leadership training is outdated—**democratized coaching is the scalable, modern solution.**

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Let's Build Your Coaching Strategy

Ready to bring coaching to your organization? Here's what a conversation with Boon includes:

- ☑ Custom ROI analysis based on your company's needs.
- ☑ Guidance on structuring a scalable coaching program.
- ☑ A walkthrough of how Boon helps drive measurable leadership growth.

Book a strategy call today to see how coaching can transform your workforce.

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