

# Coach Matching Service

## Benefits for organisations



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This document focuses on providing a critical evaluation on the perceived benefits of using The OCM's Coach Matching Service in organisations. It provides details of what the Service is and how it can add value to the provision of coaches, at all levels, to organisations.

### What is the coach matching service?

The OCM can provide access to a wide range of high quality coaches at any level from line manager to senior executive. After a need has been established, a prospective client contacts The OCM to provide a brief based on the exact requirements of the coachee and other stakeholders including purpose/focus of the relationship, proposed duration, methodology, including the use of optional psychometrics if required, location, and budget.

Once this brief has been taken, The OCM will then provide the client with details of at least two different coaches to choose from. Once selected, the coach will then have a brief introductory meeting, either face to face or via telephone, to establish rapport and ensure compatibility for which there is no fee and no obligation. If the meeting is successful, the client will then agree a contract with The OCM and the coach will contract directly with the coachee and other relevant stakeholders.

At the end of the relationship, the coachee will be asked to complete our online 180 benchmarking measurement questionnaire on the performance of the coach. Once completed, a report is generated that allows us to benchmark our coaches against a national average, providing both qualitative and quantitative data.

### Perceived benefits to organisations

#### Access to quality coaches

The OCM is one of the UK's leading providers of high quality coaching and mentoring qualifications having now qualified well over 1000 coaches. Our programmes are very rigorous with a strong theoretical underpinning and a high focus on practice as well as being accredited both professionally through the European Mentoring and Coaching Council (EMCC) and academically through Oxford Brookes University (OBU). Therefore graduates from The OCM can be viewed as some of the most highly skilled and professional coaches available. The OCM has the ability to hand pick the best graduates for the purposes of the coach matching service and only those who achieved a Merit or higher are selected ensuring that the quality of coaches put forward to a client is of the highest order.

#### Diverse range of experience and price

Due to the open nature of our programmes, our coaches come from a variety of backgrounds in both the public and private sectors. This means they have a diverse range of business experience to draw upon depending on what business you are in and what level coach you require. We have about eight to ten coaches who can operate at the very highest levels (Boards, Senior Executives) and a further 20 or so coaches who can operate across a wider range (executive, middle and line managers). Our pricing structure also reflects this range with prices

typically ranging from £7500 for a six two hour face to face sessions over a six month period at senior executive level to £1500 for six hour long face to face session over a six month period at line manager level. Psychometrics and / or 360 assessments are costed individually as required. Please see our full price list at the end of this document for more information.

## Standardised process

All graduates from The OCM are schooled in a very practical structure to manage the coaching process. This includes the use of some simple tools such as personal learning plans, progress reviews and reflection notes to ensure the relationship is focussed and achieves the stated aims. Unlike many of our competitors, our coaches do not have one fixed style or approach to coaching allowing them to flex and adapt to the specific situation they are dealing with. Our holistic approach has been labelled “situational coach-mentoring” and enables our coaches to adjust their style to fit perfectly with the coachee and organisational preferences, needs and culture.

## Mixed methodology

At The OCM we understand how important it is for organisations to have a flexible service offering from their coaching suppliers. This is why we strongly advocate a mixed methodology in our approach to coaching allowing us to deliver both face to face and telephone coaching. Some organisations believe that you can only coach by face to face interaction. We say that this is a limiting approach as it often does not deal with the practical realities of being a busy modern manager with time being a limited commodity. Telephone coaching is a very valid form of coaching and, whilst we would always insist on a face to face session at the beginning and end of a relationship, it is perfectly possible to have a very constructive relationship via the telephone; it greatly increases flexibility and allows for increased cost management.

## Geographical spread

Having qualified over a 1000 coaches in many countries around the world, we can rightly claim to be a global provider of quality executive coaches. We now have the capacity to deliver coaching interventions all over the UK, in Europe and selected locations around the world including China and the Middle East. If we do not have a coach available in a particular region or we don't believe that the coach is best suited to the project in hand, our coaches are willing and available to travel to the client and provide the coaching in situ (it is also possible to use telephone coaching as an alternative methodology). This geographical spread is especially appealing to large multinationals and disparate organisations.

## Maintaining standards and supervision

As an organisation, The OCM has been at the forefront of creating standards in the coaching and mentoring profession and has been extremely active in providing supervision for our coaches to ensure that these standards are maintained. As a result, all our coaches have signed up and adhere to the EMCC Code of Ethics which is a set of rules that govern the practice and behaviour of coaches ensuring best practice is maintained. Enshrined in the Code is that all coaches must adhere to the strict principles of supervision whilst they continue to practice (please refer to the EMCC Code of Ethics for full details) and our coaches are no different. As an organisation we have trained supervisors who act as specialists and provide all our coaches with regular supervision sessions. Most of our coaches also have peer supervision groups that meet on a regular basis to discuss best practice and

share issues and concerns. Finally, as an organisation, we provide our coaches with three continuous professional development (CPD) events each year to ensure that all our coaches maintain the highest possible standards and, therefore, provide our clients the best possible service.

## Measurement and feedback

For us, one of the most important parts of any coaching project is the ability to be able to measure its effectiveness and highlight areas for development / improvement. Once a contract has finished, the coachee completes The OCM 180 feedback benchmarking instrument which produces quantitative and qualitative evidence to evaluate the coach's progress in meeting the standards required by The OCM. The instrument uses an online questionnaire to collect data from the coachee on their perception of the coach's process and personal skills and attributes as well as the benefits they and their organisations have gained from working with them.

The response is collated into a single score and given to the coach with a comparison of the average scores from the hundreds of other responses collected by The OCM. This comprehensive national average, unique to The OCM, provides a simple but effective benchmark for a developmental discussion with The OCM Head of Faculty.

It is also possible for organisations to add their own additional questions and competencies / leadership frameworks to make the feedback as relevant and as useful for to the organisation as possible. By doing this, it is possible to create a measurement system that enables organisations to calculate return on investment and value for money.

## Comments from previous coaching relationships

"I would not have reached the point I have today without X's support and encouragement - he even took time out to contact me when my Mother died to send his condolences - Thank you X".

"Without the coaching course I would be in a very different place now. I found Y's style to be extremely appropriate and enabled me to go through major life changes in a way which felt supported but which clearly left responsibility with me".

"Z has been excellent in really getting me to believe in myself and giving encouragement and getting me to step into owning great feedback. He does the subtle challenge incredibly well".

"Having 180 degree feedback at the end of the last programme and at the end of this one has shown how I have progressed. I can see the added value coaching brings through my coaching sessions with A, and so have my coaches."

"One of my coachees has developed enormously in the last 6 months. His performance levels have increased, as has his motivation and he is quite clearly now one of our departments top performers. This has been directly influenced by our coach/mentoring sessions"

"Leadership/Department managers are often 'isolated' and rely heavily on themselves. Coaching does enable them to stand back and consider different techniques/approaches to deal with business performance and enthusing others. The high ratings [on the 180] are a genuine assessment."

"B has been an excellent coach. He has demonstrated great tenacity, patience and skill in getting me 'in the present' for our coaching sessions."

## Costings for coaching sessions

Board level and senior executive coaching with

**Eric Parsloe**

**F2F**

- £1,250

**Telephone**

- £1,000

### Senior executive coaching

We have between 8 and 10 coaches who undertake senior executive coaching assignments for us depending on suitability of experience and geographic location (including most European countries). Our normal process is to respond to a brief with a suggested appropriate coach's CV, a draft 'contract of expectations' and a fee proposal.

**F2F**

- £750 - £1,000

**Telephone**

- £600 - £850

*At this level sessions last on average approximately 2 hours, normally based on a series of 6 sessions.*

### Executive coaching

We have a wide range of coaches who undertake executive coaching, again, depending on experience required and geographic location. We would respond to a brief with a suggested appropriate coach's CV, a draft 'contract of expectations' and a fee proposal.

**F2F**

- £400 - £700

**Telephone**

- £300 - £600

*At this level sessions last on average approximately 1½ hours, normally based on a series of 6 sessions.*