What is the Coaching Evaluation Assessment?

The CEA is an assessment that provides critical information about the impact of coaching. It measures the coaching process, goal progress, behavior change and organizational impact of the coaching engagement from multiple perspectives. The goal of the CEA is to evaluate the effectiveness of coaches and measure the impact of coaching on organizational outcomes.

We are currently looking for organizational partners to help us validate this assessment.

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Which Coaching Engagements Qualify for Participation?

- Coaching engagements led by professional coaches or those that have formal training in leadership coaching. Coaches can be internal or external to the organization.
- Coaching engagements lasting six months or longer that involve the setting of specific goals towards specific outcomes.
- Coaching engagements currently in progress, as well as those that concluded within the last three months.

What You Can Expect as a Partner:

- A detailed report (pdf) highlighting the findings of the assessment will be sent to the coach and coachee no later than three weeks after the assessment is complete.
- A detailed report (pdf) containing behavioral feedback from the coachee about the coaching process will be sent to the coach no later than three weeks after the assessment is complete.
- A training webinar will give coaches a thorough understanding of how to customize the assessment and interpret the results.
- Organizational partners will be the first to have access to the outcomes of the validation, as well as additional coaching research.
What the CEA Measures

Context

The CEA measures the organizational context and managerial support for the coaching process along with the individual commitment of the coachee. We believe that these variables will have an effect on the potential impact of the coaching engagement.

Coaching Process

The CEA measures coaching frequency and duration, satisfaction with the coach, and will ask the coachee questions about what the coach did during the process.

Goal Progress

The CEA measures the perception of progress on the goals set as part of the coaching engagement by important stakeholders.

Behavior Changes

The CEA measures the perception of behavior change in key areas by important stakeholders. Coach and coachee choose from a list of validated competencies in the categories of Leading Self, Leading Others, and Leading the Organization. Raters will be asked to reflect on the coachee’s behaviors before participating in the coaching initiative, and the coachee's behaviors at the time of the assessment.

Impact Measures

The CEA measures the impact on the leader being coached, the leader’s direct reports and the group(s) he or she leads. Coach and coachee choose from a list of over 30 impact variables in the areas of performance, development, attitudes, interpersonal skills, and business objectives.

What’s Required?

• The cost to participate in the validation will be $100 (per coaching engagement).
• Coach and coachee are required to set up the assessment (i.e. enter goals, select competencies, and select impact variables) prior to the assessment being administered.
• Organizations need to provide an internal point of contact to manage logistics.

Next Step:

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