



The Big Blue Box Ltd

### Feedback From A New Client

Evaluating coaching is often difficult – the impact can be subjective and specific to the individual, the results could be private to the coachee or impact them outside the working environment, the results can appear in unexpected areas, perhaps beyond scope of the briefing, and the timing could be extended as the results appear after some considerable period of reflection.

Even if a coaching project's full impact might be 'disconnected' or obscured for the reasons outlined above, the coach's reward and satisfaction from the interaction, and indeed our 'learning' from the process is a significant driver to ensure 'feedback' is actively encouraged.

With these considerations in mind, it's (almost) always helpful to have feedback, reviews and evaluation.

In the email exchange below a new client organisation has sponsored their first coaching assignment and then reviewed the coaching experience for that first coachee. The exchange is slightly edited for clarity and anonymity.

*'Hello Chris,*

*I promised to have a discussion with [the coachee] regarding the coaching assignment and I'm now in a position to provide some feedback.*

*Overall [the coachee] was very positive about the sessions and he feels that he has benefited as a result. He confessed that it was not what he expected, and when I explored this I think his expectation was that the session would focus on some key areas for him, one of these being his confidence with seniors, but he appreciated at the end why you had invested time getting to know him and why you needed to broaden the discussion.*

*I asked him how he is working with what he discovered during the sessions. He feels more confident in himself and from my perspective he appears more self aware and crucially not so hard on himself. I think this in itself has raised his confidence as I don't think he 'beats himself up' over issues that aren't easy to solve.*

*I discussed what further support he might need.' None at the moment' but we agreed we would review in 6 months time.*

*I also asked him if he would recommend using you for future assignments. [the coachee] was very positive on this but he did advise that we should match you with certain types of coachee. When I explored this I think he felt that your coaching style (the 4 session process) would suit some individuals more than others.*

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*So overall some good feedback here. Many thanks for your input on this assignment....'*

My reply:

....Thanks for the comment on the 4 session process and 'suiting some individuals more than others'.

I think that is exactly right [that 4 sessions may not suit every coachee]! It's all subject to a 2 way chemistry test – either party can decline to engage for whatever reason, so we start with a clear engagement.

I would want the 4 sessions to really work for the individual. I structure the process around 4 sessions for specific reasons.

It's 4 sessions because:

- It's not a long term relationship. It's not therapy
- It's about a step change, impact and action, focused on doing it now!
- It's for people who are ready to make / need to make a change and are prepared to commit and engage
- Each session is as long as it needs to be – so that we finish the conversation
- Coachees will have to work on making the change - I'm just the catalyst

I have some clients who have gone on to a second series and this is usually because they had not fully engaged in the first series, or having made a change, are wanting some ongoing support, in which case the pace of the second series changes to match that requirement.

It is also my intention, whenever I'm in [the client's organisation] to have a 'catch up' chat with my coachees after the end of their series to see how well it has embedded. I still have to catch up [in this person's case].

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