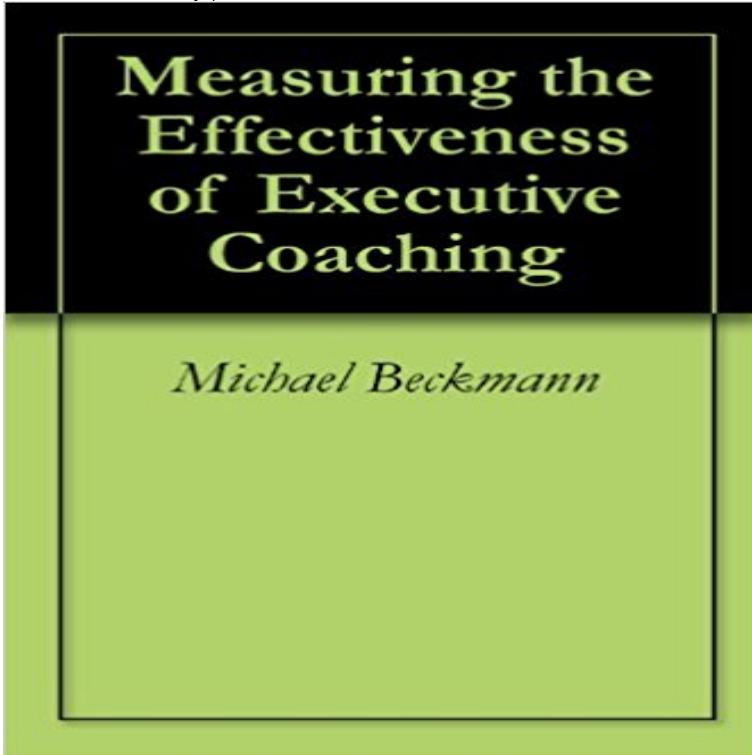


# Measuring the Effectiveness of Executive Coaching



Measuring the effectiveness of executive coaching is a challenge due to lack of a common evaluation method. Current popular and academic literature was reviewed to determine state of practice. A practical model is proposed which frames the value of metrics from both an organizational and a client view. A pilot method for evaluating coaching effectiveness that integrates organizational and client goals is posited.

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