

**Prof. Dr. Erik de Haan, Ashridge Business School**

Key-Note, 17. Juni 2014

The Impact of Executive Coaching on Leadership in Organizations: Results from the 'greatest ever' Outcome Study

Erik de Haan will present the factors that have been demonstrated to have an impact on coaching effectiveness, in particular those factors that sponsoring organizations can support. The interactive presentation will have two parts:

Active Ingredients in Executive Coaching Effectiveness

- An overview of 20 years of coaching outcome research
- Three factors to explore in more depth: matching, motivation & relationship
- How can coaching practitioners and organizational sponsors learn and enhance their practice on the basis of these results?
- What are specific changes that we need to achieve in our skills and approach during coaching sessions?

What we know about wider Organizational Impact of Coaching:

- Quantitative studies: effectiveness of individual coaching as rated by the sponsors of coaching and through 360-degrees feedback instruments
- Qualitative studies: the critical incidents that third parties report as a result of coaching interventions

About Prof. Dr. Erik de Haan

Professor Erik de Haan PhD is the Director of Ashridge's *Centre for Coaching* near London and Director of AMEC – the *Ashridge MSc in Executive Coaching* and ACOS - Ashridge's *Postgraduate Certificate in Advanced Coaching & Organization-development Supervision*. He is Professor of Organisation Development and Coaching at the VU University Amsterdam, and author of nine books including *Coaching with Colleagues*, *Fearless Consulting*, *Relational Coaching*, *Supervision in Action*, *Behind Closed Doors: stories from the coaching room* and most recently *The leadership shadow*.

Erik understands the complexity of working with people in organizations and working with what is emerging; he combines an open, exploratory approach with good theory and practical case examples. He specializes in working with the organizational unconscious and



in surfacing hidden levels of the company or group culture. He is adept at fostering team learning and development using techniques from peer consultation to action learning. Main areas of his work are executive coaching for leaders and supervision for consultants. In 2012 Erik took the initiative for what has become the *greatest coaching outcome study ever*, obtaining data from a sample of 2020 clients, 1880 of their coaches and 130 of their organizational sponsors.

Some relevant recent articles

- de Haan, E. & Duckworth, A. (2013). Signaling a new trend in coaching outcome research. *International Coaching Psychology Review*, 8.1, 6-20.
- de Haan, E. & Mannhardt, S. (2013). Coaching-studie – Die Zutaten des Erfolgs. *Training aktuell*, August 2013, 6-7.
- de Haan, E. & Page, N. (2013). Outcome report: conversations are key to results. *Coaching @ Work*, July/August 2013, 10-13.

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