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**Measuring the value of coaching  
programmes in the workplace**

The pressure to show that coaching works  
and adds value to companies is likely to

intensify. Evaluation is an activity that almost all companies agree is important, but one that is often neglected in the rush to get things done.

This workshop will demystify coaching evaluation and provide coaching programme organisers with the practical help needed to assess the value of coaching activities. Details of real-life evaluation examples will be shared including from an international bank and UK public healthcare system. We will also discuss measurement challenges and top tips for success.

**Biographies**

Dr Alison Carter DBA, MBA, BA(Hons), FCIPD is an Associate Fellow at IES and a Fellow of the Chartered Institute for Personnel & Development (CIPD). She has spent over 12 years leading social science research studies on coaching at work, the HR function and leadership effectiveness. Her consultancy work in the public and private sectors includes a focus on maximising the practical impact of coaching programmes on organisational performance. Alison was a founding director of the European Mentoring and Coaching Council (EMCC) and is on the editorial board of *Coaching at Work* magazine. She has spoken about coaching matters at many prestigious conferences including Academy of Management in US (2002 & 2008) and was Co-chair of the 2nd International Coaching Research Forum in 2009 organised jointly by IES and the Institute of Coaching at Harvard.

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**Selected Publications**

Carter A, Peterson D (2010). 'Evaluating Coaching', Passmore J (ed.), *Excellence in Coaching: 2nd Edition*. Kogan Page, July.

Carter A (2009). 'Your best bet: business benefits from coaching and why employers don't get enough of them', *Coaching At Work*. November.

Carter A, Connage T (2007). 'A case study in evaluating behavioural change from a coaching programme', *International Journal of Mentoring and Coaching*. EMCC, Vol. 5, 1, March.

Carter A (2006). *Practical Methods for Evaluating Coaching*. Report 430, Institute for Employment Studies

Carter A, Wolfe H, Kerrin M (2005). 'Employers and coaching evaluation', *International Journal of Coaching in Organizations*. Vol. 3 (4), Winter.

Sue Mortlock is Head of Board Development for the NHS Institute for Innovation and Improvement in the UK. She is responsible for the NHS Institute executive and team coach registers and building internal coaching capacity within the NHS (the public healthcare system in the UK). Sue led the work to develop a new Leadership Framework for all staff groups across the NHS. Sue also works with whole boards and senior teams to improve performance, including working across organisational boundaries, particularly across the wider Public Service in the UK. Sue has presented at the CIPD Annual Coaching Conference, EMCC UK Conference and the Academy of Management Annual Meeting. In addition Sue sits on the Advisory Council of the European Mentoring and Coaching Council.

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