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**Coaching for business success:  
From homo economicus to homo sapiens**

Convincing corporate directors and financial leaders that they can increase shareholder value and overall performance by **investing** in human capital remains a crucial challenge for the future of business and leadership coaching.

In this contribution, we will discuss how behavioral economics and evidence-based management can provide arguments, models, and data that may appeal to skeptical or numbers-driven senior executives and allow them to appreciate the potential impact of professional coaching for business success. Using practical examples from banking and finance, information technology, and the life sciences, I will illustrate how insights from these two domains can provide leverage at different stages of organizational and leadership development. Finally, we will consider the importance of professional qualification, supervision, and training to establish and maintain a positive vision of coaching in organizations and thereby provide credibility in terms of financial risk and return on investment.

**About Dr Tanja Wranik**

Tanja is a certified Work and Organizational Psychologist, FSP, APSYTRA, and Business and Leadership Coach, SSCP, ICF. She holds a Master in Business Communication and specialized in behavioral economics and organizational behavior during her doctoral and postdoctoral research at the Swiss Center of Research in the Affective Sciences and Yale University.

Since 2004, she accompanies organizations undergoing changes and transformations, develops leaders and their teams, and provides expertise in human capital risk management. She teaches at several universities, and, most relevantly for this context, is responsible for executive courses in Organizational Behavior, Quality of Life at Work, and Coaching at the Universities of Geneva and Lausanne. She works in English, German, and French.

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