

# Value

Let's consider a senior manager, John, who benefits from ongoing one-on-one coaching provided by his company. With a base salary of \$180,000 as a rough indicator of John's value to the company, we can estimate the potential value derived from coaching. Improvements in performance and retention, as they relate to John, generate three distinct sources of value:

## 1. Return from John's performance improvement:

Assuming a conservative 5% enhancement in John's performance over the next year due to coaching, this results in a return of at least \$9,000 based on the \$180,000 salary.

**+ \$9,000**

## 2. Return from John retaining an employee:

Research from Gallup indicates that replacing an employee can cost over 200% of their annual salary. If coaching helps John improve his management skills and retain one team member (with a salary of, say \$80,000) who would have otherwise left, the cost savings would be \$160,000.

**+ \$160,000**

## 3. Return from retaining John:

Applying the same 200% measure, we estimate the value of retaining John himself—something made more likely through his one-on-one coaching. With a salary of \$180,000, the estimated value of retaining John is at least \$360,000.

**+ \$360,000**

## Value Generated from Executive Coaching

$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

$$\$9,000 + \$160,000 + \$360,000 = \mathbf{\$529,000}$$

If we conservatively estimate that coaching played a 10% role in these outcomes, coaching for John would be the source of **\$52,900 in value per year**.

With a coaching cost of \$1,000 per month (or \$12,000 per year),

**the ROI would be approximately 3.4x or 340% per year.**

## Helping organizations

*achieve peak performance by developing effective leaders*



### How the organization will be better off utilizing an Executive Coach

- Improved relationships with direct reports, peers and other key stakeholders
- Increased commitment to the organization
- Increased job satisfaction
- Improvements in work performance

*This leads to:*

- Increased revenue
- Increased productivity
- Higher customer satisfaction
- Reduced turnover



### Consequences of not utilizing an Executive Coach

- Less relevant skill sets in the employee population
- Decreased productivity attributed to a lack of development opportunities
- Decline in employee satisfaction
- Lower customer satisfaction
- Increased turnover, incurring additional costs and productivity loss
- Lower revenue
- Missed innovation opportunities
- Stagnant leadership
- Elevated burnout and stress levels

 <b>Business Win</b>	 <b>Personal Win</b>
<p>Organizations that wisely invest in Executive Coaching for leadership development see enhanced organizational performance with reduced costs and an improved bottom line; simply put, they are more profitable. These organizations experience improved talent retention and heightened employee engagement as well as improved leadership capabilities, resulting in increased productivity, innovation, customer satisfaction, and overall business growth.</p>	<p>Visionary leaders who make the strategic decision to bring in an Executive Coach for leadership development are recognized as a strategic partner for their contribution to organizational success. They also find satisfaction in fostering a positive work environment and elevate their leadership reputation, often paving the way for greater career progression and advancement opportunities.</p>



# AMBER WAUGAMAN

EXECUTIVE COACH (LEADERSHIP DEVELOPMENT)

Amber helps organizations achieve peak performance by developing highly-effective leaders.

## DEVELOPMENT FOCUS AREAS


- ✓ Leadership Cultivation
- ✓ Executive Performance
- ✓ High-Potential Leaders & Talent
- ✓ Career Advancement
- ✓ Leadership Pipelines

## YOUR INVESTMENT GETS YOU

- ✓ Leader & employee retention
- ✓ Loyalty
- ✓ Increased productivity
- ✓ Improved profitability
- ✓ Enhanced innovation

## COMPANIES THAT HAVE BENEFITED

- ✓ Detroit Symphony Orchestra
- ✓ Boulder Care
- ✓ American College of Veterinary Internal Medicine
- ✓ Gallagher Re
- ✓ Cravath, Swaine & Moore LLP

See more 

 [www.awcoach.co](http://www.awcoach.co)

## HIGHLIGHTS

- **Strategic Leadership:** Leveraging over 14 years of corporate experience and an M.B.A., Amber brings a strategic mindset to leadership development.
- **Deep Rapport Builder:** Known for building immediate, meaningful connections, Amber creates a safe and open environment for exploration and growth.
- **Proven Results:** Backed by a distinctive blend of education and extensive hands-on experience, Amber has a track record of delivering tangible results.

## CERTIFICATIONS

- ICF Credentialed (International Coaching Federation)
- Hogan Assessments
- Certified Executive Coach
- AMA-Certified Professional in Management®
- ATD CPTD (expected 2024)

## AMBER HAS LED DYNAMIC WORKSHOPS FOR



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# Companies that have benefited from Amber's leadership development.

- ✓ Gallagher Re
- ✓ Detroit Symphony Orchestra
- ✓ Boulder Care
- ✓ American College of Veterinary Internal Medicine
- ✓ Middlebury College
- ✓ National Park Foundation
- ✓ ATREG
- ✓ UVM Medical Center & UVM Health Network
- ✓ Cravath, Swaine & Moore LLP
- ✓ District Council 37
- ✓ Aspen Public Radio
- ✓ Art Base
- ✓ Yes Bay Lodge
- ✓ The Little Volcano



- ✓ Shipt
- ✓ Clayton Homes
- ✓ Bright Cellars
- ✓ Alliance Group
- ✓ Daktronics
- ✓ Jefferson Health
- ✓ iTech Media
- ✓ Friedkin
- ✓ Crédit Agricole CIB
- ✓ TalkGo
- ✓ Gifford Health Care
- ✓ Drs. Central Billing, LLC
- ✓ Camp Sealth



## Helping organizations

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Please note, this is not an exhaustive list. Amber is committed to safeguarding client confidentiality - no names will be disclosed.