



graymatter

**5 REASONS
WHY COACHING
WORKS**

An Introduction to Our Coaching
Services for Emerging Leaders
& Other High-Potential Employees



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Employees come first. Take care of your employees, they will take care of your clients.

RICHARD BRANSON

AN INVESTMENT THAT PAYS OFF

In study after study, McKinsey has found that employee engagement, an index of bringing one's best and full self to work, "is not just an organizational nicety. It is a business imperative, linked to a number of performance outcomes, including profitability, customer satisfaction and turnover."¹

Investing in expert employee coaching is the single most effective way to help staff develop better habits, attitudes and behaviors, resulting in higher levels of engagement and improved performance across your entire organization.

Read on to learn the benefits of GrayMatter's Talent Development Programs.

1.

INCREASE EMPLOYEE ENGAGEMENT

In 2016, only 33% of U.S. employees were engaged—involved in, enthusiastic about and committed—to their work and workplace.²

While it's true you can't control the personalities of the people you employ, you can create an environment of growth and opportunity through coaching. GrayMatter's Talent Development Programs train your employees in key mindset shifts and strategies that lead to greater positivity, productivity and engagement.

Plus, by investing in your employees, you are demonstrating that you value them and their contribution to your company. This goes a long way for any employee, but especially for millennials (more about that on the following page).



2.

BRING UNTAPPED POTENTIAL TO THE SURFACE

80% of those who have received coaching report positive impacts in areas such as work performance, communication skills, productivity, well-being, and business management strategies.³

It's well known that personality, more than job skills, sets great employees apart. While managers can teach associates skills or direct them on their responsibilities, it's not realistic to expect them to help associates develop effective habits and behavior. GrayMatter's Talent Development Programs work to strengthen personality through optimized behavioral skills and EQ qualities that result in greater success for the individual employee and teams at large.

And, when employees invest in themselves, they invest more in their jobs. Our coaching will give your employees the tools they need to focus, manage their time, set goals, face challenges, deliver value and ultimately, reach their full potential.



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GrayMatter provides a private, worry-free environment for our leadership to tackle challenges head on. I'm tremendously pleased with the results.

DAVID BRIDGES, THE LAB

3.

REDUCE EMPLOYEE CHURN RATES

Some psychologists call the “inner work” of coaching the ultimate retention strategy because employees are happiest when they are engaged and given opportunities for personal growth.

This is especially true for millennials, 22 percent of whom are seeking professional development more than any other workplace benefit.⁴

Employee turnover is also incredibly expensive. As an example, if you are a 150 person company with 11 percent annual turnover, spending \$45k per person on hiring and development, while losing \$50k of productivity per role in opportunity cost, your annual cost of turnover would be about \$1.57 million.⁵ Alternatively, you could spend \$41,250 on GrayMatter’s 8-Week Talent Development Program for that same 11 percent of your employees and develop them into long-term, productive members of your team. When looked at this way, the value of employee coaching becomes obvious.

86%
of millennials
said that offering
career training
and development
would keep them
from leaving their
current position

BRIDGE⁶



4.

BUILD A HEALTHY CULTURE

Training aims to establish a well-informed, high-performing workforce. Coaching works to maintain it.⁷

As more and more employees are coached by GrayMatter, your organization builds a “coaching culture.” This is a culture of consistent behavior with a shared language and expectations across departments. It means that the everyday environment lends itself better to managers providing regular feedback, which will result in increased productivity and decreased drama.

Additionally, your employees who have gone through coaching with us will be better prepared to take on the role of mentoring new hires, supervise their own teams and take the lead on projects. Best of all, when employees are consistently offered opportunities to grow and lead, they become more satisfied with their work and committed to the organization-at-large—which leads to a healthier workplace culture for all.



5.

IMPROVE YOUR BOTTOM LINE

McKinsey found that organizations with highly engaged employees are “60 percent more likely to be in the top quartile for overall business health.”⁸

Traditionally, coaching has been offered to the upper echelons of business professionals—executive and C-level talent. But, coaching is equally effective, if not more so, when offered to associates with potential and emerging leaders. Since these employees make up the largest segment of an organization, providing coaching to them can have an outsized impact on a company’s balance sheet.



86%

of companies say they at least made their investment [in coaching] back

ICF⁹

WHY GRAYMATTER COACHING?

I provide wise, independent counsel to emerging leaders that seeks to influence and support behaviors that maximize individual, as well as company, effectiveness.

As a certified coach, I combine 20+ years of experience as an employee and as a leader in major corporations with my specialized training in modifying mindset, habit, and behavior, to help emerging leaders improve their performance. My coaching techniques work from the inside out to teach practical, on-the-job strategies. Individuals become more self-aware and learn to manage their minds, their moods, and their behavior. This deeper, more engaged way of thinking, also makes them more other-aware as they stop playing the blame game and start looking at how they can take an active role in their own success.

My 8-Week Emerging Leader Program and coaching programs are tailored to suit your company's unique needs, such as Leadership Development, Workplace Relationships, Entitlement vs. Effort, Time Management & Productivity, Confidence & Independence, Problem Solving & Critical Thinking and Thought Leadership. Get your emerging leaders the support they need to thrive—it's a win-win for everyone involved.



Contact Me For A FREE Strategy Session

In a short call, I will outline how I can help your company unleash the full potential of your employees and create a positive impact on your business.

BJ GRAY

BJ@GrayMatterCareerCoach.com

GrayMatterCareerCoach.com

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