



PORTAGE  
PERSONNEL INC.



# Business Case for Developing Leaders

## EXECUTIVE SUMMARY

This document presents a comprehensive business case establishing the rationale for change and clearly articulates the need for investing in coaching services. Who should read this—managers and leaders seeking to link coaching investments with measurable results and strategic outcomes.

Leadership coaching is a powerful tool for individuals who want to enhance their leadership skills and performance. Leadership coaches provide valuable guidance and support to their clients in developing their leadership abilities and reaching their full potential.

The primary objective of Leadership coaching is to witness in the development of leaders who are capable of leading effectively and driving organizational success. This involves supporting leaders to identify their strengths and weaknesses, as well as providing them with the skills and knowledge needed to overcome any challenges they may face.

Specific objectives of Leadership coaching include:



### **Building a Strong Culture of Leadership**

Leadership coaching helps to build a strong culture of leadership within an organization, which can lead to improved performance and growth over time.



### **Developing Strong Leaders**

Leadership coaching aims to support the development of leaders who are capable of effectively leading their teams and driving organizational success.



### **Improving Communication Skills**

Effective communication is essential for leadership success. Leadership coaching helps to develop this skill by recognizing the ability to communicate effectively with their teams and other stakeholders.



### **Enhancing Decision-Making Skills**

Effective decision-making is critical for leadership success. Leadership coaching helps to develop this skill by empowering leaders to make sound decisions that are in the best interest of the organization.

## **Conclusion**

Leaders demonstrate a strong and enduring commitment and nurture productive relationships, build cohesive teams and create the organizational conditions for others to succeed.

Leadership promotes self-awareness and empowers individuals to overcome challenges, make impactful choices, and inspire their teams.

Combined with one-on-one interactions with a certified coach, it's a transformative journey that cultivates effective leadership, accelerates career growth, and contributes to the overall success of both the leader and their organization.

## WHAT IS LEADERSHIP?

In today's public-facing, digital, social media world, success hinges on adaptability and continuous growth. Executives are expected to act with purpose and drive, balance adaptability with conviction and inspiration with stewardship, to achieve management excellence.



## WHAT IS COACHING

No longer reserved for C-Suite Executives, Leadership coaching is a powerful tool for anyone who wants to unleash their leadership skills and performance. It's a partnership in a thought-provoking and creative process that inspires the client to maximize personal and professional potential.

This involves supporting leaders to identify their strengths and development opportunities, as well as providing them with the skills and knowledge needed to overcome any challenges they may face.

A certified coach provides tailored frameworks to improve decision-making, communication, and strategic thinking, helping leaders excel in their roles.

75% say that the value of executive and Leadership coaching is “considerably greater” or “far greater” than the money and time invested.<sup>1</sup>

<sup>1</sup>International Journal of Evidence Based Coaching and Mentoring.

## WHY NOW?

Often cited as one of the key factors towards becoming a great leader, effective leadership starts with Self-Awareness.

### Driving Meaningful Change.

Integrating coaching into the organizational framework, leaders can secure the investment needed to develop the skills and competencies of their workforce and achieve their goals. Improving employee engagement, increasing productivity, and reducing turnover.

Research shows that investing in leadership has enormous impact on team success, employee retention, engagement and increased diversity.

#### **Increased Self-Awareness**

"Coaching can help individuals develop a deeper understanding of themselves and their strengths and weaknesses." (ICF, 2023)

#### **Improved Communication Skills**

"Coaching helps individuals develop stronger communication skills, which can improve relationships and team performance." (ICF, 2023)

#### **Enhanced Emotional Intelligence**

"Coaching can help individuals develop emotional intelligence, which is essential for effective leadership." (ICF, 2023)

#### **More Effective Decision-Making**

"Coaching can help leaders improve their decision-making skills by providing a structured process for evaluating options and making informed choices." (ICF, 2023)

#### **Increased Job Satisfaction**

"Coaching can help individuals align their work with their values and goals, leading to increased job satisfaction and engagement." (ICF, 2023)

Reference: International Coach Federation.

# SUCCESS

Measuring the investment of Leadership coaching and organizational performance is crucial for ensuring coaching initiatives align with business objectives and deliver value to the organization.



## WHAT YOU CAN EXPECT

### Role of the Coach

#### 1. Preliminary Needs Assessment:

- a. Provide a clear framework for understanding the impact of personality on job performance anchored on an industry recognized employee development assessment(s);
- b. Increase self-awareness of competencies and behaviours to improve individual effectiveness;
- c. Identify strengths and common challenges in areas important to leadership development;
- d. Paired psychometric assessments with interpretation and decision-making support.

#### 2. Key Deliverables: Individual Coaching

- a. Optimizing individual impact and contribution and personal resilience and effectiveness;
- b. Individual development action plan that reflects individual accountabilities and operating environment, and leverages the growth opportunities offered in day-to-day responsibilities —both corporate and functional;
- c. Personally tailored, individual coaching to support and focus development and presence as a manager or senior leader and to support and facilitate individual career aspirations;
- d. Strengthening engagement and alignment to meet the challenges of increasing accountability.

According to a study by PriceWaterhouseCoopers<sup>2</sup>, companies investing in coaching saw an average ROI of 7 times their initial investment. Additionally, a study by Manchester Inc.<sup>3</sup> reported a 5.7 times ROI from coaching.

These findings demonstrate that coaching is an effective and valuable investment for companies looking to improve their performance and productivity.

Furthermore, these studies provide strong evidence, measuring the ROI of coaching, the value of developing leaders who are capable of leading effectively and driving organizational success.

<sup>2</sup> PricewaterhouseCoopers. "Maximizing the Impact of Executive Coaching." PricewaterhouseCoopers, 2008.

<sup>3</sup> Manchester Inc. "Building a Coaching Culture: A Manchester Review of Coaching." Manchester Inc., 2001.



## ABOUT US

Our mission, **Drive Meaningful Change and Lead from Within**, is the guiding principle in witnessing leaders reach their full potential by providing high-quality coaching services which are tailored to their individual needs and goals.

We believe everyone has the potential to be a great leader, and we're committed to helping you unlock your full potential.

No longer reserved for C-Suite Executives, Leadership Coaching is a powerful tool for anyone who wants to unleash their leadership skills and performance.

This involves supporting leaders to identify their strengths and development opportunities, as well as providing them with the skills and knowledge needed to overcome any challenges they may face.

Our dedicated approach to executive leadership and coaching is a personalized and results-driven process designed to enhance skills which influence performance in a role as a Leader.

Through this approach, we aim to unlock a culture of continuous learning and development that supports ongoing success across all organizations.



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