

Evaluating the effectiveness of entrepreneurial leadership coaching

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Trinity Business Coaching provides coaching to small businesses in 7 leadership attitudes

1. It's down to me
2. Downhill
3. How to get there
4. Leading by numbers
5. Above expectations
6. Not on my own
7. Leading from behind

Evaluation

The Coaching Programme was evaluated using Kirkpatrick's training evaluation framework. Due to the small sample size statistical tests were not appropriate. Questionnaires were completed by 8 clients in December 2010 and client reactions to the coaching were generally positive in terms of content, the coach, facilities, and general satisfaction. There is also strong evidence that clients have learnt the material from the coaching sessions. There might be some concern around the 'work down hill' leadership attitude. It is recommended that coaching for this attitude is provided earlier, before strategic decisions have been made, rather than afterwards where funds have been spent. 7 telephone interviews were conducted with clients in January 2011 and there was strong evidence that the entrepreneurial leadership attitudes have been applied in the workplace. This in turn has improved performance and business results including turnover, profit, employee attitudes and behaviour. It is recommended that another evaluation is conducted at least 12 months after clients have completed the programme to gain more objective measures of how the coaching has impacted business results.

The outcome of the current evaluation is that reactions to the EL coaching are positive, coaching material has been learnt, and clients have, or are in the process of developing habits which are making a positive impact on performance and business results. In other words, the coaching is achieving its purpose.

