



## Research Project “Coaching Quality Monitoring” (CQM) brief description

### **Innovation**

The resulting changes are core to every coaching. They are rarely exposed to direct systematic investigation except when data are captured in a pure research context or more general via client satisfaction. In research, the proof of change is evidenced through the median value at group level and not at the level of the individual coaching. *The systematic collection and illustration of the changes of the individual coaching in every-day practice including work contexts represents an innovation.*

### **Objectives**

The project “Coaching Quality Monitoring” (CQM) aims at the development and implementation of a valid, theory-based evaluation tool.

### **Project partnership**

The project CQM is a collaborative effort implemented by the Zurich University of Applied Sciences (ZHAW) as research partner and the European Mentoring & Coaching Council Switzerland as the point of contact for the practice partners, the latter being primarily coaching associations and buyers of coaching.

### **Project participants**

- Participants belong to the three stakeholder groups who are mainly responsible for coaching results: Clients (coachees), Sponsors (coaching buyers), Coaches.
- The scientific monitoring rests with Prof. Hansjörg Künzli, Head of “Research with focus on Consulting and Training” at the Department of Applied Psychology.
- The scientific team consists of members of university institutes and Christoph Epprecht as project leader CQM and point of contact for all practice partners.

### **Target group: Client (coachee)**

Individuals with increased responsibility, with issues/topics as e.g. professional role clarification, occupational exposure, learning and competence development in occupational contexts intending to expand their skills in professional environments.

### **Benefits for participants**

Client (coachee):

Systematic feedback on the progress of their issues including the benchmarking with the results of their respective reference groups.

Buyer (sponsor):

Feedback on the effectiveness of coaching.

Coach:

- Clarify matters of concern: At the start of the coaching, the coach gathers explicit and scaled information on the issues and challenges to which coachee/sponsor are referring (contracting).
- Systematic assessment of coaching effectiveness / benefits compared with the (anonymous) data of other coaches.



- Individual utility detection by a standardized evaluation report: The evidence of coaching impact enables the coach to negotiate higher fees for her/his services on the market.

Researcher:

Advancement in the development and implementation of a valid, theory-based evaluation tool.

### **Minimal requirements to participate in the research project**

Coach training: min. 60 hours

Coach practice: min. 1 year a) self-employed and/or b) internal of the organization;  
Min. 5 clients with min. 50 client hours.

Participants have to abide by the code of ethics of a coach-relevant professional association, e.g. ICFS, EMCC, BSO.

Participation in an ERFA group (exchange of experiences on internet).

We expect the first coaching to start no later than two months from the date of application.

Information/application:

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