

Coaching in virtual spaces

Video, audio or text-based



QUEENS
McCOLL SCHOOL
of BUSINESS

ies
institute for
employment
studies

Pre-pandemic, studies often found face to face in person coaching was the most common delivery mode and perceived as the most effective by coaches. With **75% of business coaching now thought to be conducted via zoom**, it's time to review whether it is working. In this infographic we bring together and summarise the findings from three sources: results from 2nd international survey of coaching effectiveness, rapid review of literature and programme evaluation data.

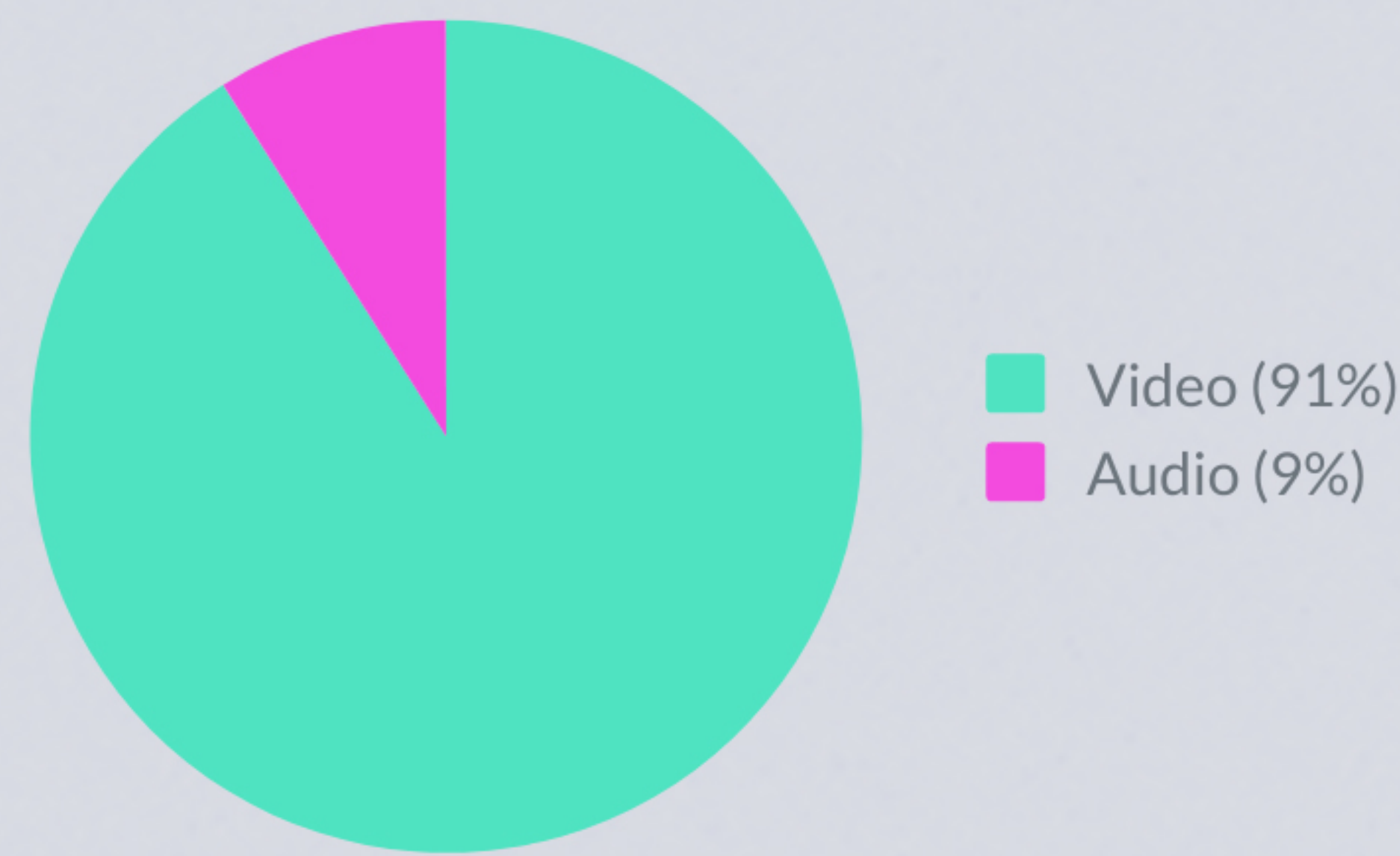
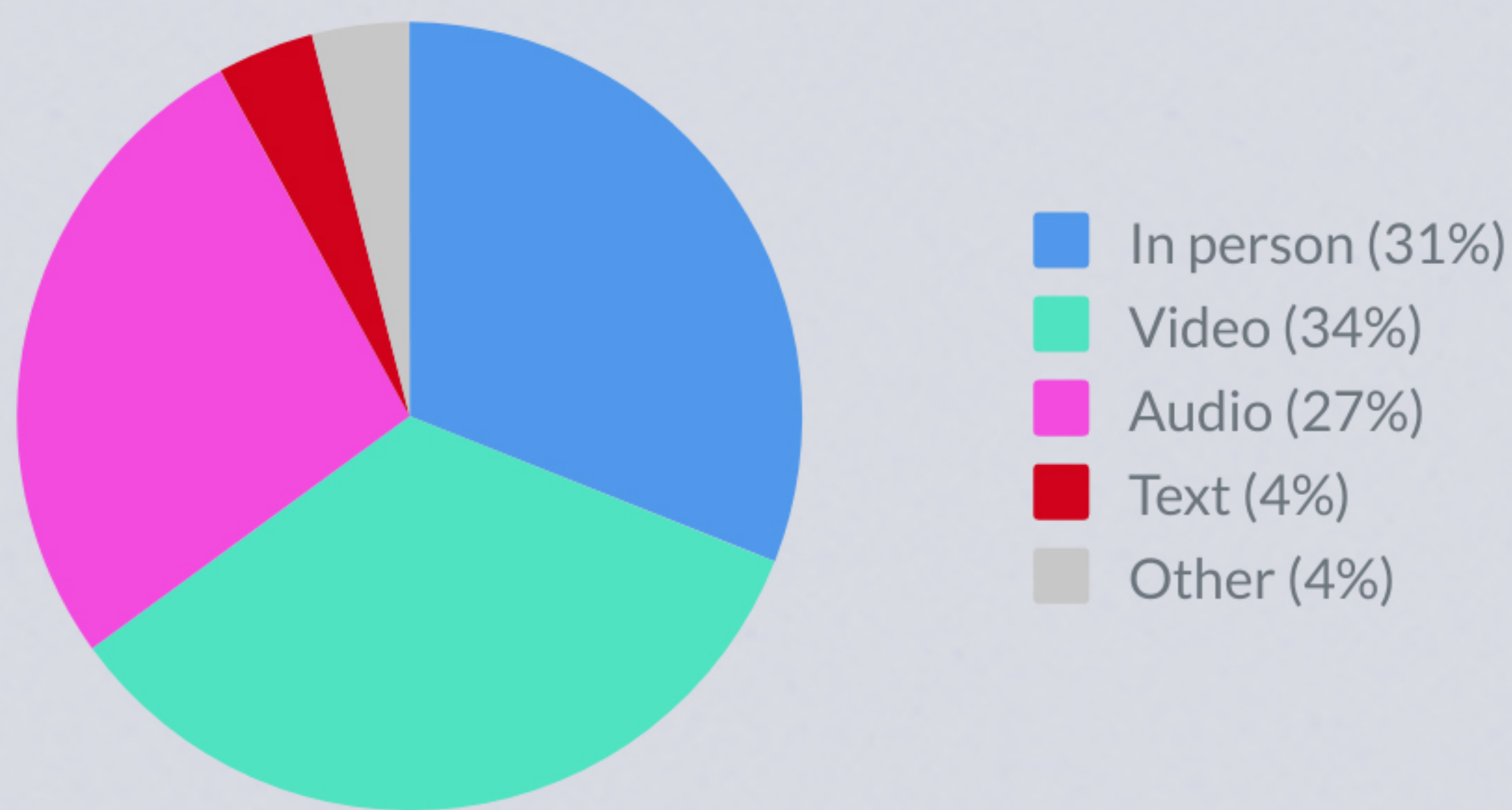


Is all coaching virtual now?

Delivery method used with front-line workers in one UK health sector

April 2019 - March 2020 (before Covid-19)

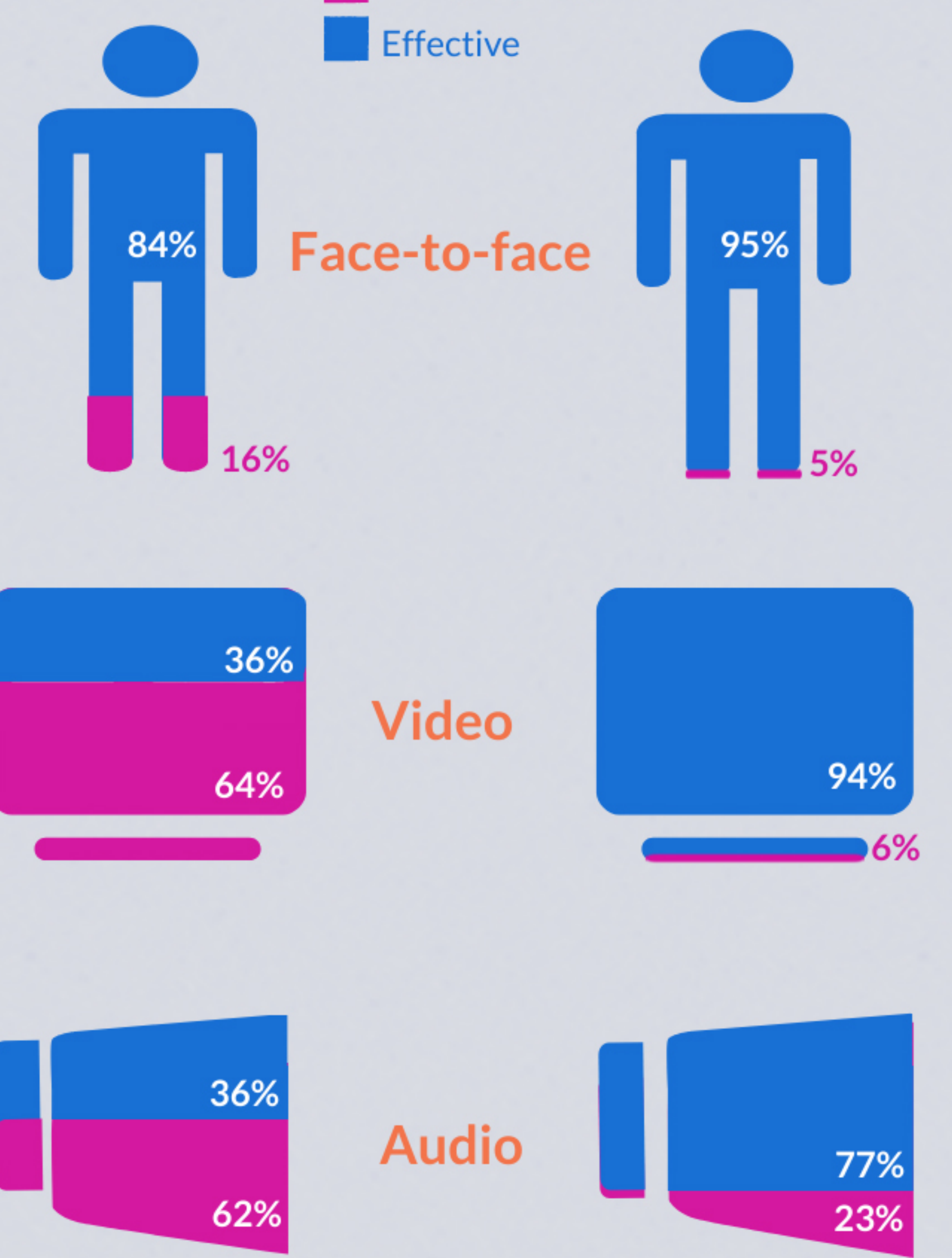
April 2020 - December 2020 (since Covid-19)



Virtual coaching: Perception vs reality

Perception if not experienced

View once experienced



Evidence of outcomes from virtual coaching



Increases wellbeing



Helps individuals adopt positive coping strategies



Enables people to better manage their lives



Enhances technical and skills training



Increases resilience



Helps people judge when to seek support

84%

of coachees say their virtual coaching session worked

Some coachees prefer the sense of anonymity in audio coaching

Some coaches resist audio-only coaching as harder to build rapport

Coaches report that using video enables a deeper conversation (compared to audio)

Emerging lessons for employers



Expect your in-house coaches and managers to need "transitioning" support



Embrace the greater flexibility: sessions can be shorter in length and frequency



Use the change to rethink your purpose: it's not just about the mechanics



For wellbeing, video-based coaching options are generally recommended



Individuals who avoid face-to-face conversations probably will still prefer audio

How we can help you

If you're already delivering virtual coaching or exploring how to do so, then our experts can help you with advice on what works, and top tips for design, delivery, feedback and impact analysis. Contact Dr Alison Carter alison.carter@employment-studies.co.uk