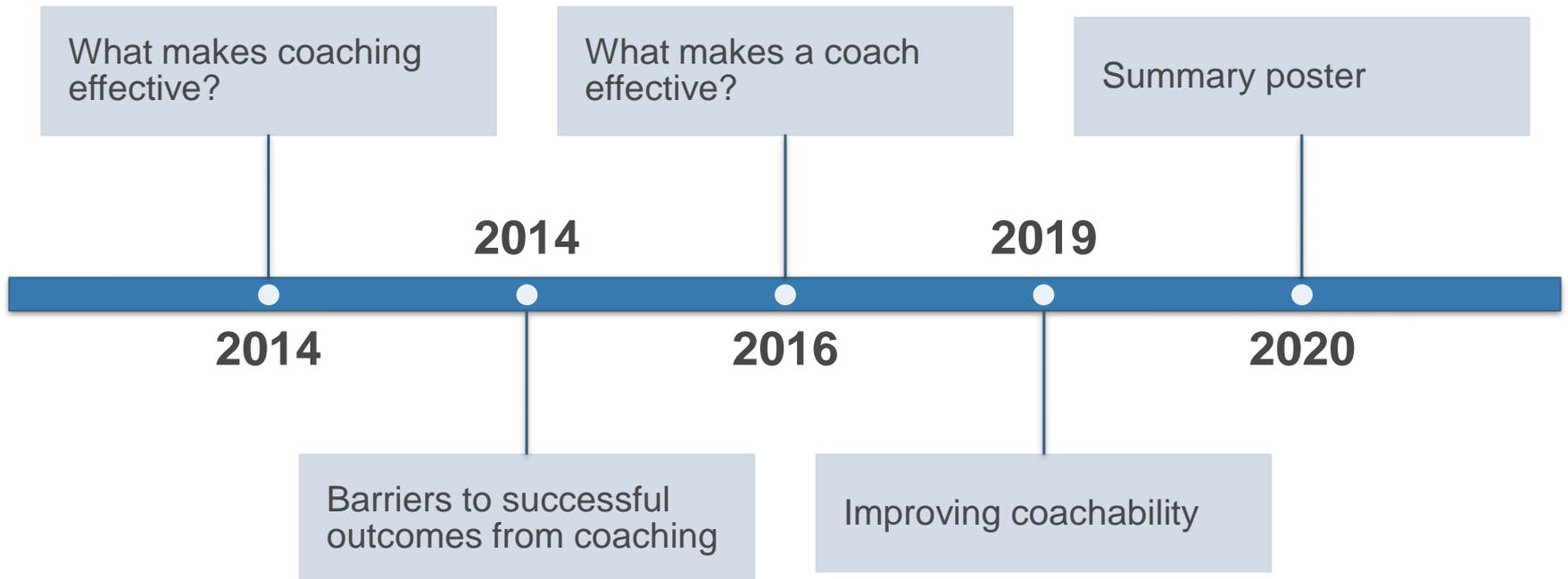


Coaching in Virtual Spaces: video, audio and text-based

Preview of results from 2nd International
Coaching Effectiveness Study

Dr Alison Carter, IES

Insights from 1st International Coaching Effectiveness Study



Barrier categories



2nd International Coaching Research Study

QUEENS
McCOLL SCHOOL
of BUSINESS



ies institute for
employment
studies

Questions of interest today



What are the outcomes evidenced from virtual coaching?



How do coachees perceived virtual coaching methods compared with in-person?



How big is the shift to virtual since the pandemic?



What are the implications for employers?

Evidence of outcomes from virtual coaching



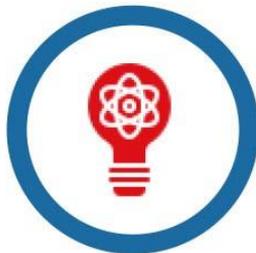
Increases wellbeing



Helps individuals adopt positive coping strategies



Enables people to better manage their lives



Enhances technical and skills training



Increases resilience



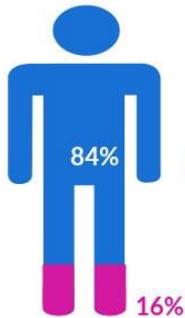
Helps people judge when to seek support

Virtual coaching: Perception vs reality

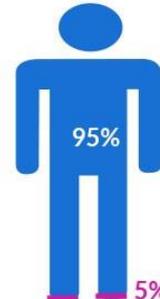
Perception if
not experienced

View once
experienced

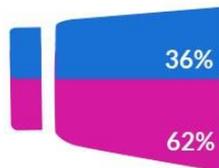
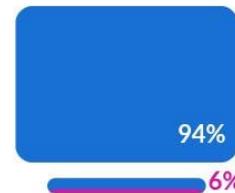
■ Limited effect
■ Effective



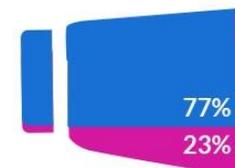
Face to face



Video



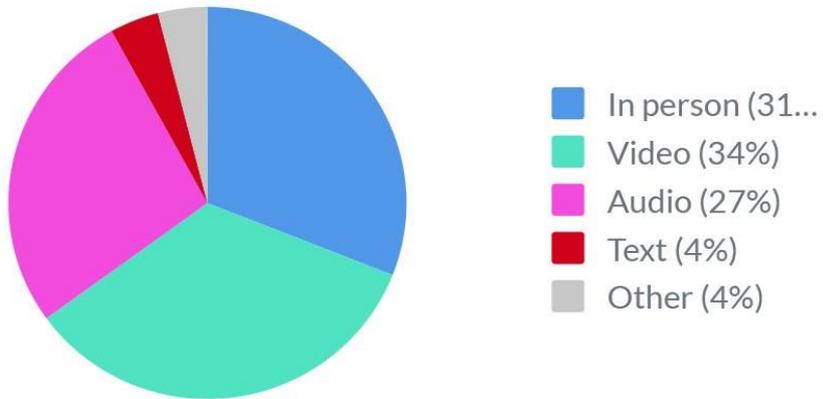
Audio



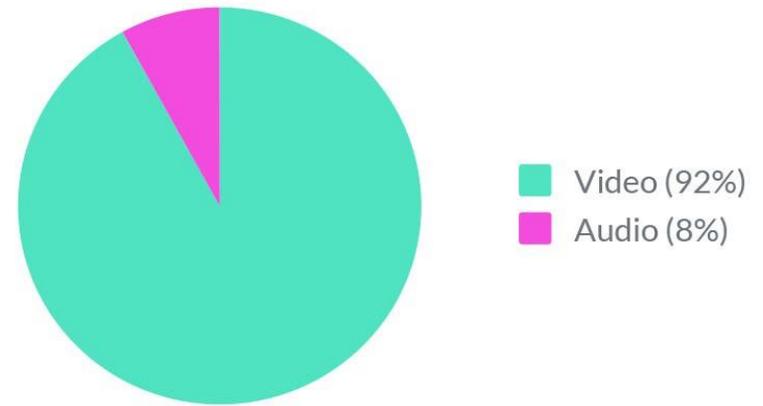
Coaching delivery pre and post Covid-19

Coaching before and since Covid-19: the shift in delivery method in one UK sector

April 2019 - March 2020 (before Covid-19)



April 2020 - August 2020 (since Covid-19)



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 generally recommended



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

Your turn...

To what extent do these emerging findings resonate with your experience?

What are the questions we should be asking ourselves now?



Thank you

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@EmploymentStudies

Looking after you too

#LookingAfterYouToo

Coaching support for primary care staff

[www.people.nhs.uk/
lookingafteryoutoo](http://www.people.nhs.uk/lookingafteryoutoo)



Coaching in Virtual Spaces – a case example

IES HR Network Webinar – Thursday 8 October

NHS England and NHS Improvement



#LookingAfterYouToo - Background

- In response to COVID-19, some national transformational programmes of work were paused, recognising staff capacity was required to be focused on keeping clinical services operational.
- Recognising that frontline primary care staff were facing unprecedented challenges through COVID-19, a programme offering **individual coaching support** was launched on 24 April.
- The aim is to **support psychological wellbeing and resilience** among staff and provide them with opportunities to process experiences, develop coping skills, deal with difficult conversations and develop strategies for self-management in difficult circumstances, so that they can continue to deliver high quality care to patients.



#LookingAfterYouToo - Background

- This service has been developed in collaboration with the Royal College of General Practitioners and complements and connects to the wider range of health and wellbeing resources launched at www.people.nhs.uk.
- Primary care staff can register **directly** and book individual coaching in a way and at a **time of day that suits them**.
- Anticipated outcomes include:
 - staff feel **supported** to continue through the COVID-19 crisis and their wellbeing and resilience is supported, limiting absenteeism and burnout
 - staff feel **listened to**
 - staff feel **able to move on**.



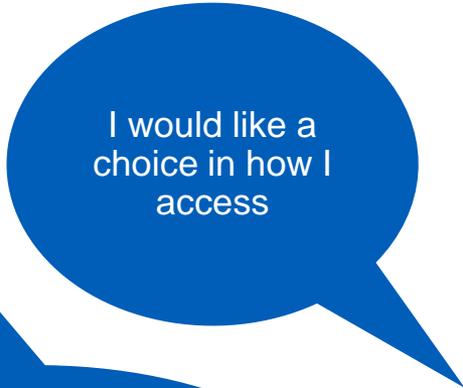
We asked what people wanted and needed...



It needs to be different to what we know from a 'usual' BAU coaching model



It needs to be easy to access and available out of usual hours



I would like a choice in how I access



It needs to be for everyone and we need permission to access



Coaching needs to be available more immediately, when staff require it, in a variety of delivery formats including "one off" sessions

New service, new model – An opportunity to do something differently

From...	To...
Predominantly face to face mode of service delivery	Completely virtual delivery mode - choice of platforms
Traditional service prescribed delivery model of 3-4 x 1.5-2 hours sessions	User led model. One off sessions, follow up sessions, open access
Leadership and development offer for targeted areas of workforce	Well being and resilience coaching offer for all
Front end application and screening process	Immediate (within 4 hours) access for all – accessed through online booking system
Coaching available during traditional working hours	Accessible 8am - 10pm Monday-Friday / 10am-6pm Saturday - Sunday
Operational delivery managed by commissioned provider	Operational delivery of service managed centrally
Service evaluation led by commissioned provider	Service evaluation commissioned independently of coaching providers

From concept to reality - making it happen



Define the purpose



Be clear re service delivery model – ours was built within wider organisations strategy



Who needs to be involved – build your team



Business case approval and commissioning



How will you know if the service is effective – design your evaluation



Build in pause points – to enable continuous improvement



Communication strategy

Outcomes so far

- **4060** sessions booked in the first five months
- **3027** sessions completed
- **73%** of coachees ask for additional sessions
- **100%** positive qualitative feedback

Looking after you too
#LookingAfterYouToo - Coaching support for primary care staff

NHS

'It has galvanised me from a dark place and allowed me to start sifting the wood from the trees.'

Dentist

people.nhs.uk/lookingafteryoutoo

Looking after you too
#LookingAfterYouToo - Coaching support for primary care staff

NHS

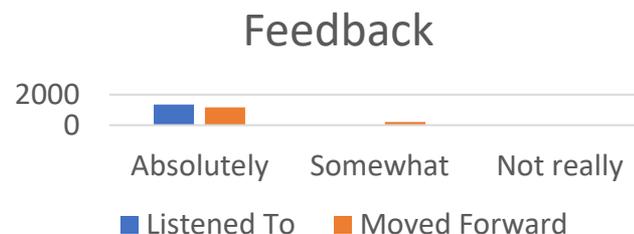
'This session made a huge difference to me and I am very grateful....I was thinking of quitting after the pandemic. The session was a huge relief and felt like magic. It helped change my perspective. It felt like a weight was lifted.'

Salaried GP

people.nhs.uk/lookingafteryoutoo

Following each session, individuals are asked to rate:

- Did you feel listened to and supported?
- Did you feel able to move forward?



Top tips



Understand your end-user



Build in evaluation from the beginning



Use your data - qualitative and quantitative



Know your stakeholder groups



Know your USP and build a strong communications strategy



Don't be afraid to continuously refine



Share your intelligence to inform wider strategy

Questions

