

Stakeholder Centred Coaching Compared to Traditional Executive Coaching

Stakeholder Centred Coaching (SCC)	Traditional Executive Coaching
SCC measures and reports on leadership improvement regularly throughout the process.	Traditional coaching does not typically or consistently measure or report on specific leader outcomes (sponsor cannot be sure if objectives were set or achieved).
Sponsor/Leader only pays if agreed upon development objectives are achieved by the client as perceived by stakeholders using an anonymous format – model is Client-centric not Coach-centric.	Traditional coaching is billed based on time spent with the client or on the exercises completed – not on outcomes achieved (resulting in sponsor potentially paying for “activity not results”.)
SCC ROI has been studied in two broad studies and demonstrated to have >95% success rate with more that 11,000 leaders around the world.	No such research that we know of has been done on any single style of executive coaching. ICF has done broad sweeping studies.
Focus is on senior leaders that cast long shadows (have greatest influence) therefore impact is maximized throughout organization.	Traditional coaching may engage all levels of organization from front line, to middle management as well as senior leadership. Impact is less – Lower ROI.
Client engages a broad range of stakeholders including bosses, coworkers, and employees who are asked to help in daily coaching. The process inherently creates a much broader culture of change and trust may not have existed.	Traditional coaching is focused on the 1:1 relationship with the client and coach who meet at a set frequency and generally does not reach out to involve others beyond the coach and the leader hence much lower impact - Lower ROI.
SCC is a transparent, and public, process which involves sharing with all identified stakeholder those things that client is working to improve upon and the action plan that will achieve results. NB: Coaching conversations are bound by confidentiality.	Traditional coaching is typically highly confidential, other than the sponsor (if one exists) no one may know of the coaching relationship. Fundamentally this impedes accountability. Lower impact – lower ROI.
SCC intake assessment involves the coach meeting with each of the client’s stakeholders to truly understand the individual via structured behavioural interviews by professional coaches that more clearly help identify the most impactful area for the leader to focus the developmental effort.	Traditional coaching typically uses web based ‘non-tailored’ 360 assessments or personality tests only, to determine focus of coaching or simply gathering input from the client. This less personalized approach reduces impact and ROI.
Emphasis of SCC is on ‘feedforward’, the future oriented suggestion for leadership growth.	Traditional Coaching tends to focus on feedback from 360s and coaching conversations. This varies with coach approach.
SCC Coaches partner with clients to develop an aspirational leadership model that is authentic to the individual’s leadership style and personality – this identifies 1 or 2 impactful behavioural shifts aligned to corporate goals for SCC engagement.	Often traditional coaching is focused more on the “moment” – “how can we best make use of this time today” without necessarily driving to a defined outcome and hence ROI.
SCC is a systematic change process where change in leader behavior and stakeholder perception occur in parallel, it is not only necessary for a leader to change, it is also necessary for those people around the leader to “see” the change and believe the leader will not regress. This results in a change between the leader and their stakeholders.	Traditional coaching often leads to a positive change in the leader’s behavior and the enhancement of the relationship between the leader and the coach. The concept of perception reinforcement is unique to SCC as far as we know.
SCC is a highly transferable coaching process that the client learns how to deliver during the leadership growth journey – SCC clients ‘graduate’ as coaches. SCC Coaches have complete access to the process and tools to use within their team as they see fit – ‘paying it forward’ is the greatest compliment we receive.	Most traditional coaches do not leave any process for the client to share or repeat – it is based more an inquiry process (there are some coaches using systems coaching however few share the process and tools with clients for future use in their organization).