

PEEPLCOACH LEADERSHIP PROGRAMS IMPACT RESEARCH

BY DR JOEL DAVIES, PHD

STUDY PURPOSE

The purpose of this research was to understand the impact of the Peepcoach leadership programs on critical outcomes such as leadership competence, productivity and organisational commitment. The aim was to understand the impact on both self-perceptions of behaviour as well as manager perceptions of behaviour.

Survey design and data analysis was conducted by Joel Davies, PhD (Organisational Psychologist and researcher).

METHODOLOGY

Surveys deployed to:

- Current and past program participants
- Managers of current and past participants
- Managers and participants from a cross-section of industries including ecommerce, government, healthcare, FMCG and consumer products, retail, NFP, education, technology, professional services and facilities management. (Refer to '[Our Customers](#)' for a detailed overview of organisations invited to respond.)

64% of program respondents were female and 36% were male.

RESULTS

DIRECT MANAGER FEEDBACK

- Managers felt that 67% of participants had improved their leadership capabilities.
- Managers reported that 66% of participants were now more effective in their role.
- Managers believed that 56% of participants had improved their communication skills.

PARTICIPANT FEEDBACK

- 94% of participants believed the program was a valuable use of their time.
- 92% of participants believed that they were now better equipped to be a great leader.
- 57% of participants felt more committed to their organisation as a result of the program.
- 74% of participants felt more motivated to do their best work as a result of the program.
- 65% of participants were more likely to speak positively about their organisation to others as a result of the program.
- 74% of participants felt more committed to achieving their career goals in their current organisation.
- 91% of participants believed they were more effective in their role as a result of the program.
- The Net Promoter Score for the program was 60. (Bain & Co, the source of the NPS system, suggests that above 50 is “amazing”.)



KEY RESULTS



66% of participants were now more effective in their role.



94% of participants believed the program was a valuable use of their time.



74% of participants felt more committed to achieving their career goals in their current organisation.

QUALITATIVE FEEDBACK FROM ORGANISATIONS

- The Peepcoach program pricing model allows us to offer 1:1 coaching to our employees in a scalable way.
- I only hear great things about the program and the coaches.
- We are able to create programs that are aligned to our competencies and business needs.
- With programs implemented over 12 months the participants are able to absorb and embed the content and learnings.
- This is the only program combining on-demand content and 1:1 coaching.
- This program is perfect for our frontline, emerging and middle managers.

Find out more about the impact we are making with customers and participants.



CONCLUSION

- The results of the surveys suggest that the Peepcoach program has a positive impact on the majority of participants.
- Participating in the program appears to lead to increases in leadership skills, motivation, commitment to the organisation and advocacy for the organisation.
- Positive changes were observed both by participants in the program and their line managers.
- This indicates that any mental shifts that participants had in the program have also translated to shifts in observable behaviour.
- Overall, the results indicate that the Peepcoach program is an effective leadership development program that achieves its core objectives.

To find out more or to receive the full version of this research study contact us at service@peepcoach.com