



# Group Coaching is More Than Coaching (and has an AMAZING ROI)

You're going to love group coaching for your employees.

How can we be so sure?

Because our cohort model brings premier coaching content to people across teams and locations, while building company-wide community and connection at the same time.

## Specifically, Terawatt coaching packages offer:

- Top-notch expert coaching for everyone in your company, not just the C-suite.
- Authentic connections among teams, which has been proven to increase retention, engagement, and innovation (all of which lead to bottom-line results!).
- An opportunity for HR and L & D to shine because our employees are asking for meaningful, individualized professional development—sometimes even more than a raise.

### IN TERAWATT GROUP COACHING...

Employee groups split  
the cost of the coach's  
market rate

Individuals benefit from  
the dynamic conversation  
and feedback

Teams connect to one  
another in real-time for  
deeper engagement

That's why Terawatt's group coaching has incredible ROI (Return on Investment)



Learn more about our  
incredible coaches.



# Top 10 Reasons Why Group Coaching Has an Amazing ROI

- 1 The **PRIMARY REASON** people leave employers is a lack of professional development.<sup>1</sup>
- 2 When employees are satisfied in their own lives, growth, and development, they're more **ENGAGED** at work. This is what bestselling author Erica Keswin calls "taking professional development personally," and it's good for business.<sup>2</sup>
- 3 Your employees, especially Millennials and Gen-Z, want to **GROW** on the job — even more than getting a raise.<sup>3</sup>
- 4 As of 2015, **84%** of the value of publicly traded companies was derived from human capital. Two influential bodies are now tracking Human Capital: the SEC, the federal agency that regulates securities, and SASB, a non-profit most well-known for quantifying corporations' environmental impact, are keeping their eye on your employees' experience at work—their well-being, their training, their relationships. **Don't leave professional development to chance.**<sup>4</sup>
- 5 Your managers are your everything. And they need **COACHING**, especially these days. According to a 2022 Udemy study, the need for coaching as a skill is up **184%**.<sup>5</sup>
- 6 If you're serious about hiring underrepresented groups, offer coaching. Terawatt's original research found Black women are the group that most **WANTS** coaching.<sup>6</sup>
- 7 People want to feel **TAKEN CARE OF** on the job, so including Terawatt's group coaching as part of your employee package will help with recruitment and retention.<sup>7</sup>
- 8 Creating a **culture** of psychological safety is one of the most important ways for teams to **INNOVATE AND SUCCEED**, which is more important than ever in our post-pandemic world. Participating in a Terawatt group coaching is a powerful tool for creating that experience of team cohesion.<sup>8</sup>
- 9 **TEAMS THAT LEARN TOGETHER GROW TOGETHER.**<sup>9</sup>
- 10 The cost of replacing employees is approximately **30%** of an employee's annual income. Instead of hiring new employees, why not coach the ones you're with?<sup>10</sup>
- 11 **We couldn't help ourselves!** The academics aren't sure if ROI is the correct coaching metric, but they do agree that **coaching creates big value for companies!**<sup>11</sup>

## Footnotes:

- 1 2021 Retention Report: The COVID Edition  
<http://info.workinstitute.com/en/retention-report-2021>
- 2 WSJ, "The most successful companies give employees a sense of belonging"  
<https://www.wsj.com/articles/why-perks-no-longer-cut-it-for-workers-1543846157>
- 3 2022 LinkedIn Global Talent Trends  
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- 4 PWC, "New human capital disclosure rules: Getting your company ready" 2020  
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<https://www.gallup.com/workplace/272171/why-manager-development-top-goal-leaders-year.aspx>
- 6 Terawatt 2021 Workplace Development Report  
Terawatt 2022 Workplace Development Report
- 7 Harvard Business Review, "The Little Things That Make Employees Feel Appreciated"  
<https://hbr.org/2020/01/the-little-things-that-make-employees-feel-appreciated>
- 8 Harvard Business Review, "What Psychological Safety Looks Like in a Hybrid Workplace"  
<https://hbr.org/2021/04/what-psychological-safety-looks-like-in-a-hybrid-workplace>
- 9 LinkedIn, "2022 Workplace Learning Report: The Transformation of L&D"  
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- 10 LinkedIn, "2022 Workplace Learning Report: The Transformation of L&D"  
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Work Institute, "2021 Retention Report: The Citation: Edition"  
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- 11 The Journal of Positive Psychology, 2013 "Does coaching work? A meta-analysis on the effects of coaching on individual level outcomes in an organizational context"  
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