

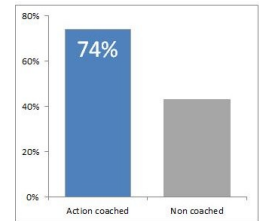
# Independent Research

“*Coaching Works!  
Key Research  
findings show...*”

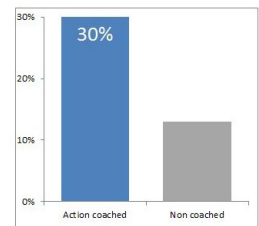


**97%** of coached businesses would recommend coaching to other SME's

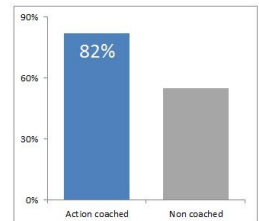
**74%** of Action coached businesses increased sales last year compared to only 43% of non coached businesses



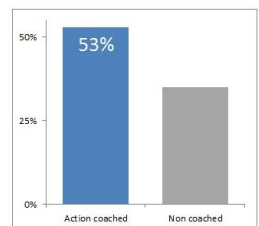
**30%** average annual sales growth in Action coached businesses compared to only 13% in non coached businesses



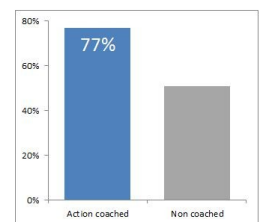
**82%** of Action coached businesses are confident of sales growth in the next 12 months compared to only 55% of non coached businesses



**53%** of Action coached businesses increased profits last year compared to only 35% of non coached businesses



**77%** of Action coached businesses forecast growth in profit in next 12 months



**30%** of Action coached businesses increased their profits in the last 12 months by more than **£50,000**

Carol Waddell

carolwaddell@actioncoach.com  
actioncoach.com/carolwaddell

0845 003 9177  
07887 555 936

# Independent Research

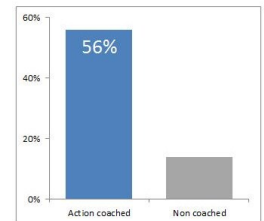


Independent Research - June 2011



**56%**

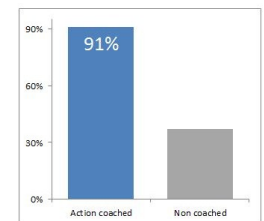
of Action coached businesses increased their workforce compared to only 14% of non coached businesses



On average Action coached businesses increased their workforce by 3 people compared to a reduction of 1.6 people in non coached businesses

**91%**

of Action coached businesses have a plan for the next quarter compared to only 37% in non coached businesses



**1 day**

more a month at home - the average Action coached business owner works fewer hours a month than a non coached business owner

**2 days**

more holiday per year - the average Action coached business owner takes more holiday a year than a non coached business owner

Executive Summary report says:

*"Businesses generally who had adopted formalised procedures such as those recommended by ActionCOACH (e.g. workflow procedures, twelve month budgets, written business plans, KPI's) appeared to not only have weathered the adverse trading conditions of the previous twelve months but have actually increased sales, profits and workforce."*

For more details or to read the full Executive Summary please visit

[www.actioncoachsouthcentral.com/clientsuccess/independentmarketresearch](http://www.actioncoachsouthcentral.com/clientsuccess/independentmarketresearch)

Source: Independent Research Study conducted by Cogent Research in South Central UK, "SME Business Performance and the Impact of Business Coaching Study," June 2011.

**Call Carol NOW to see how coaching can help your business grow...**

Carol Waddell

carolwaddell@actioncoach.com  
actioncoach.com/carolwaddell

0845 003 9177  
07887 555 936