

# Coaching: Levels of Evaluation

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Levels of Evaluation	Measurement Focus	Typical Measures
<b>0</b> Inputs & Indicators	Program input in terms of scope, volume, costs	Number of participants, hours, cost, time
<b>1</b> Reactions & Perceived Value	Reaction to program including perceived value	Relevance, importance, usefulness, intent to use
<b>2</b> Learning & Confidence	Learned skills and gained confidence to use skills	Skill, knowledge, capacity, confidence
<b>3</b> Application & Implementation	Use of skills in work environment	Extent of use, task completion, frequency of use, success of use, enablers of use
<b>4</b> Impact & Consequences	Consequence of use of skills expressed as impact measures	Productivity, time efficiency, quality of work, client satisfaction
<b>5</b> ROI	Comparison of benefits to program costs	Benefit-cost ratio; requires isolating effects of coaching

Adapted From: *Measuring ROI in Coaching* by P. Phillips and L. Edwards in Training Magazine Network Webinar 2.1.2012