

*Corporate Research Forum Press Release.
For immediate release*

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Corporate Research Forum (CRF) Brings Together Leading Organisations to Discuss the State of Business Coaching Today

Over a hundred senior executives from major UK and international companies, charities and government bodies, gathered at the Institute of Directors in London on 19 July 2006 for an important symposium, on “Managing Coaching in Organisations”.

The event was staged by the **Corporate Research Forum**, one of the UK’s leading corporate membership organisations, and leading the discussions was Anne Scoular, co-founder and Managing Director of the specialist coaching consultancy **Meyler Campbell**. The event was sponsored by Korn/Ferry International, which provides talent management solutions to many of the world’s leading organisations.

In 2001, CRF published a major report for its members, *Obtaining Value from Executive Coaching*. Written by CRF co-founder Andrew Lambert, this was the first publication to explore the issues in managing - rather than delivering - executive coaching processes. Last week’s workshop served as a fascinating and revealing update, reflecting on what has been learnt since and on new thinking; in particular, how successfully coaching is being taken up within organisations and to what extent a coaching culture is being established.

A survey of some 40 companies conducted before the workshop indicated that many major employers are still learning about how to be effective in orchestrating and evaluating coaching. An emerging growth area is the use of internal coaches, and increasingly organisations are also grappling with the issue of improving line management’s coaching abilities – including at chief executive, top team and HR Director levels. The full survey results will be incorporated in a revised edition of the CRF report, available to CRF members by the end of 2006.

Highlights of the workshop included:

- ***Coaching and its place in the development toolkit*** - by Anne Scoular, founder of specialist research-based coaching consultancy Meyler Campbell. Anne was formerly a diplomat and then a Citibank trained international banker.
- ***The power of the internal coach*** - a case study by Verity Lewis, Head of Human Resources, Württembergische Insurance UK Ltd.
- ***Managing and buying coaching*** - by Anne Scoular and Sam Humphrey, a leadership development consultant and formerly Head of Global Coaching at

Unilever where she developed a pioneering executive coach assessment programme.

- ***The future of coaching?*** - by Dr Alex Linley, Director of the Centre for Applied Positive Psychology (CAPP), lecturer in psychology at the University of Leicester and Meyler Campbell's Honorary Head of Research. Alex is at the forefront of the emerging discipline of Positive Psychology, which many believe will be the powerhouse driving forward coaching over the next decade.
- ***Measuring and demonstrating value*** - by Carol Braddick, a leading executive coach and OD consultant, and Managing Director of Graham Braddick Partnership.
- ***Building a coaching culture*** - a participative discussion facilitated by Anne Scoular.

Andrew Lambert, Director of CRF and author of CRF's 2001 report *Obtaining value from Executive Coaching*, comments:

"The demand from members for last week's CRF event was unprecedented, demonstrating the considerable appetite for information on the coaching industry, and for the latest tools and know-how to improve the management of coaching within organisations. The enthusiasm and energy from members during the discussion groups and the Q&A sessions throughout the day also left no doubt in anyone's mind that this is a very hot topic for organisations."

Anne Scoular, Managing Director of Meyler Campbell, comments:

"A core objective for both Meyler Campbell and CRF is to raise organisations' game in using executive coaching. I believe, and last week's CRF event confirmed this, that the process of managing coaching has come of age. The calibre of the delegates at last week's event was hugely impressive. The processes that they are putting in place to manage coaching within their organisations, and the senior management support that they are now evidently receiving, demonstrates how far executive coaching has come in the last five years. However, the next task is not just to manage the process but to be strategic about it."

For further information on last week's workshop or about CRF, please contact Andrew Lambert, Gill Grant or Jacqui Davidson on 020 7470 7104, or email info@crforum.co.uk or visit: <http://www.crforum.co.uk>.

For further information on Meyler Campbell or any of its programmes, please contact Jenny Hough on +44 (020) 8460 4790 or visit: <http://www.meylercambell.com>.

NOTES FOR EDITORS

About the Corporate Research Forum

1. The Corporate Research Forum is the UK's leading centre for good policy and practice in organisational performance and development. CRF provides a rolling programme of research, workshops, publications and networking – providing both thought leadership and high level executive development.
2. CRF membership is open to both private and public sector employers in any industry or geographic territory. CRF currently has over 100 international organisational members who represent several million employees.

About Meyler Campbell

1. Through its academic and research-based approach, Meyler Campbell provides coaching development services to business leaders, HR Directors and learning and development specialists at some of the UK and Europe's best-known companies. Many of the UK and Europe's leading coaches are graduates of Meyler Campbell's flagship Business Coach™ programme. One third of Meyler Campbell's clients are at CEO or main board director level.
2. Founded in 1998, Meyler Campbell is a thought-leader in the coaching field with its goal being to raise the quality of knowledge about coaching and provide a strong theoretical and scientific basis for it. Meyler Campbell regularly commissions leading edge and highly practical research in the coaching field as well as holding seminars, conferences and activities for its graduates.