

# Meyler Campbell

## Press Release

### **Meyler Campbell Plays Key Role in Harvard Business Review Survey**

Meyler Campbell has been featured prominently in the January 2009 issue of one of the world's oldest and most respected management publications, Harvard Business Review (HBR).

In the article, entitled '*What can coaches do for you?*', co-authored by Meyler Campbell's Chief Supervisor Professor Carol Kauffman and based on an online survey of 140 of the world's leading business coaches, Meyler Campbell was the only business coach training organisation asked to contribute expert comment on the research findings.

In addition, a quarter of all the survey respondents came from either Meyler Campbell Business Coach Programme Graduates or the wider Meyler Campbell community. Managing Director Anne Scoular featured as one of the five global experts commenting on the research, and Henry Marsden, Ann Orton, and the entire Meyler Campbell Faculty were singled out for particular mention on the cover of the more detailed research report underlying the article.

The article, which was co-authored by Diane Coutu, a senior editor at HBR, looked at the realities of executive coaching today covering everything from the reasons coaches are engaged through to the cost, the duration, and the key ingredients in successful coaching relationships.

Said Anne Scoular:

*"That we should be asked to play such an integral role in both the HBR article and its underpinning research is a validation of all we are seeking to do at Meyler Campbell to set high standards in the business coaching profession. It also comes just four months after we received "Accredited" status by the world's leading business coaching body, the Worldwide Association of Business Coaches (WABC) - another tribute to the extraordinary calibre of our Faculty and community of Graduates. Unlike leading business schools, for example, the business coach training market doesn't yet have an independent rating system people can use when making that crucial decision as to where to train, but perhaps HBR and WABC coming within months of each other point to us taking something of a leading role in the field."*

She continues:

*“While we hope the article and research findings will be of use to all business coaches and buyers of coaching, the findings still trigger many further questions – for example, the differential fee structures between the US and Europe. The HBR research reported primarily US fees, whereas in Europe to date they have been almost twice as high as in the survey. Whether or not there are actual price differentials, or whether it is a matter of different structures and/or what is included or not in the fine print, is something we are taking up in our own annual benchmark survey on *The Business of Coaching*, due to begin for 2009.”*

For a copy of the Harvard Business Review article, please contact [clairemaidana@meylercampbell.com](mailto:clairemaidana@meylercampbell.com). The full version of the HBR report is also now available on Professor Carol Kauffman’s web site to download at <http://www.carolkauffman.com/inthenews/index.htm>.