

### 3 Benefits of Company Career Coaching



Instill in your employees a strong sense of clarity, and gain for your management a solid understanding of how to empower and engage staff members.

#### ✓ **Clarity.**

Employee satisfaction survey data can sometimes be less than reliable. Whether skewed by dishonesty, incorrect metrics, wording, or even the assessment itself being the wrong choice for the organization, there are so many ways internal surveys can go wrong. A Career Coach can help by asking the right

questions and then working meticulously through the responses to achieve clarity.

#### ✓ **Objectivity.**

The advantage of objectivity cannot be overstated. A fresh perspective can be more than insightful—it can be *vital* in making lasting changes to an organization. While an HR department is a great start, they can never be truly impartial, since their loyalty is split between the employee and the organization.

A non prejudiced outside observer will not be afraid to speak the hard truths, and will have unique ideas on how to correct course.

#### ✓ **Customer Retention.**

In many ways, your employees are also your customers. Whether you hire employees for sales, retail, food service, or insurance, your company likely provides a good or service to customers. Employees who have had a sour work experience are less likely to be your customer. After all, why patronize a company who has invested so little in you? What's more, you can bet that your employees are discussing their grievances with their friends and family members, who are also potential customers. Your employees, and the broader communities of which they are a part, represent key customers that you do not want to lose due to low work satisfaction.

**Simply put, investing in a Career Coach for your employees is an investment in increased customer retention.**