

## Hogan Coaching/Feedback Evaluation 2014

**Challenge:** In order to gauge the effectiveness of executive coaching and developmental feedback, Hogan Assessment Systems conducted a research study to assess participant reactions to recent development initiatives within various organizations. We collected survey data from employees within multiple client organizations, including, but not limited to:

- An international aircraft manufacturer employing over 160,000 individuals worldwide
- A food and beverage company that owns over 14,000 restaurants worldwide
- A Fortune 500 computer technology company employing 100,000 people worldwide

**Solution:** Participants first completed the Hogan Assessments. Next, a Hogan-certified coach reviewed their results during one or more feedback sessions. Finally, participants completed a post program survey assessing their reactions to the feedback.

**Result:** Across companies, participants' ( $N = 770$ ) responses indicated that:

- 91% viewed the Hogan reports as accurate and specific
- 87% felt the Hogan reports were clear on strengths and challenges
- 91% thought the Hogan reports provided useful feedback for improving effectiveness
- 93% agreed or strongly agreed that the session was a valuable learning experience
- 87% felt they were more aware of how to achieve success
- 89% thought the session was useful for understanding specific areas for development
- 82% indicated that the session motivated them to change their behavior
- 92% agreed or strongly agreed that the session was worth the time and effort

Results support the use of Hogan assessments as part of leadership development initiatives and demonstrate the usefulness of the coaching/feedback process.