



The Coaching ROI Report

A simple, honest way to size the return on a coaching program, and make the case to your CFO.

Coaching ROI comes from two conservative, countable levers. Everything else, faster onboarding, a stronger leadership pipeline, better team retention under coached managers, culture, is real but harder to quantify. **This model leaves all of that out and still makes the case.**

THE TWO LEVERS

1. Sharper performance

People coached × average salary × the performance uplift you expect. A modest, defensible uplift on a senior salary is a large number.

2. Fewer regretted exits

People retained × average salary × cost to replace them. Replacing a leader commonly costs half their salary or more, so even a couple of saves pays for the program.

$$\text{ROI} = (\text{value created} - \text{program cost}) \div \text{program cost}$$

A WORKED EXAMPLE

25 leaders · \$90,000 average salary

Program cost (25 × \$5,000)	\$125,000
Performance value (8% uplift)	\$180,000
Retention value (2 retained)	\$90,000
Total value created	\$270,000

Net gain **\$145,000**

= 116% ROI, a 2.2× return. Illustrative inputs; model your own at coachingloft.com.

TAKE IT TO YOUR CFO

- 1 State the levers and your inputs.** Don't hide the assumptions; a visible model is a trusted one.
- 2 Use conservative numbers.** Let the upside be a bonus, not the argument.
- 3 Cost per person, value per year.** Frame investment as per-head and value as annual and recurring.
- 4 Name what you're not counting.** The gains you leave out make the number you show more credible.

Then stop estimating. Once a program runs on Coaching Loft, engagement, goals and outcomes are tracked as it happens, so next year's number is measured, not modeled.