

# The Importance of Evaluations

## Ethics of evaluations in coaching

The personal development and coaching industries have little regulation over how they deliver and conduct their services and programs. Without a comprehensive evaluation program in place, it is difficult to know how well the product and services are performing for their clients.

An evaluation allows for feedback, live revision and improvement of the coaching program however, there is a very concerning lack of formal evaluations being performed in the industry today.

If we were to use the analogy of a new medical drug, the drug undergoes rigorous testing, results are recorded and side-effects are noted. The drug is then deemed safe or unsafe. Prior to using the drug, patients are informed of the risks and contraindications. Likewise with a physical product such as tyres for a vehicle, the product is tested to ensure it meets a minimum

standard of safety. In both of these examples the testing and evaluations prove that the product works.

There is no rigorous testing or safety standard checks carried out in the coaching industry, that we have found, to ensure that clients are not harmed in the process. Nor are there many formal assessments producing data which shows that the product works and clients are getting the results they are paying for.



# Ethics of evaluations in coaching

We believe it is highly ethical and critically important to include a formal evaluation process as part of the program to ensure clients are provided with a safe and effective coaching program.

It is a concern that many coaches do not formally evaluate their programs. Granted, it is not a regulated industry and they don't have to but if their programs work as well as they claim, the question is then, why are they not evaluating them and providing data on the results. If we turn to the theory and framework of unmet needs for an explanation, it is possible that many coaches are operating from wound management strategies and an evaluation process could be threatening.

Including evaluations as part of a program is ethical because it:

- shows transparency
- puts accountability back on the coach
- provides a place for a safe two-way conversation about progress
- provides a space where clients can report on their welfare
- allows for continuous improvement of the program, reflective of clients' needs
- minimises any potential harm caused to the client by the program
- shows professional integrity on behalf of the coach
- meets the clients needs to ensure they are progressing and getting what they are paying for and if not, to catch this early
- ensures the program is client-focused and meeting the clients needs



# Ethics of evaluations in coaching

We note that clients often provide positive feedback and testimonials to their coaches however, when viewed through the lens of the theory of unmet needs, the coaches are in fact meeting a need of the clients to be seen, heard, witnessed and acknowledged. These are extremely powerful needs that are being met which can override the reality that no real tangible results are produced.

If you are considering signing up to any coaching program, we recommend that you check if the coach provides an evaluation process which allows them to ensure they are providing a safe and effective program.

In the unmet needs program we carry out a formal evaluation process so that we may collect data to ensure the program is safe and effective for our clients. We provide informed consent prior to commencement of the program so that you understand the risks and agree to take part in the service. These protocols are consistent with meeting the needs of our clients in a healthy way.

