

onCoach®
A Coaching Performance Support Platform
A Strathman Associates offering

The Xerox Corporation carried out several studies, one of which showed that, in the absence of follow-up coaching, 87 percent of the skills change brought about by training was lost.¹ However good an organization's skills training in the classroom, unless it's followed up on the job, most effectiveness is lost. Without a structured coaching program, 87 cents out of every skills dollar spent is probably wasted. Our experiences support these findings.

With the benefit of feedback from several large clients and our coaches, over the past 5 years we developed an internet-based performance support platform to assist both coaches and participants in the critical post-training coaching process. We call it **onCoach**. (Read more about us, our services and **onCoach** at our website www.strathman.com.)

The role of **onCoach** is to reinforce learned concepts and improve the effectiveness of the coach and coachee in the transformational learning process for those periods of time when the coach is not in direct communication with the coachee.

Coached Learning/Post-session



With the establishment of a structured post-learning coaching discipline coupled with the effectiveness that **onCoach** brings to the process, we are experiencing increases in skills retention by as much as 400%. Independent studies have shown similar results.² Not only is this considered a *best practice* but it is a smart way to optimize the original training investment.

onCoach is highly customizable to an organization's branding needs and learning objectives.

¹ – Neil Rackham, *The Coaching Controversy*, **Training and Development Journal**, November 1979 pp. 12 ff.

² – Richard E. Kopelman, *Executive coaching as a transfer of training tool: effects on productivity in a public agency*, **Public Personnel Management**, Winter 1997.