A VALIDATED SET OF COACHING OUTCOME MEASURES

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RESEARCH QUESTION

Problem: We do not currently have good, well-validated coaching outcome measures.

Research Question: What are validated coaching outcome measures?

METHODS

• Literature review
• Wrote items organically and inspired by 23 sources
  - A priori six levels:
    - Life or livelihood transformational gain
    - Career or transformational gain
    - Great gain
    - Good gain
    - Gain
    - Slight gain
  - 164 items
  - Four response categories:
    - Strongly disagree
    - Disagree
    - Agree
    - Strongly agree
• Items independently evaluated by all authors for construct validity, clarity (especially across cultures), and readability. Four SMEs reviewed items for construct validity. Adjusted items as necessary.
• MTurker Assessment:
  - Three coaching scenarios (three levels of gain)
  - All 164 items + 2 check items
  - 321 valid respondents
• Evaluated items using Rasch model (Facets)
  - All items satisfactory
• Chose 58 items with various a priori factors, levels, good Rasch model fit. Created online assessment.
• Sent link to ~4,500 coaches associated with ICF, requested clients to take outcome assessment, 329 valid, clean responses
• All items performed well, took best performing items for scales:
  - Classical Test Theory (CTT):
    - 8 items with Insight and Transformation factors
    - 10 items with Transformation and Sustainability factors
    - 12 items with Goals, Insight & Awareness, Sustainability, and Transformation factors
  - Rasch Model:
    - 18 items
    - 15 items

RESULTS

CTT Item Factor Analysis

<table>
<thead>
<tr>
<th>Transformation</th>
<th>Logits</th>
<th>F₁</th>
<th>F₂</th>
<th>F₃</th>
<th>F₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>166. Coaching has transformed my life.</td>
<td>0.68</td>
<td>.87</td>
<td>-.06</td>
<td>.07</td>
<td>-.01</td>
</tr>
<tr>
<td>165. Coaching has been a life-changing experience for me.</td>
<td>0.75</td>
<td>.79</td>
<td>.10</td>
<td>-.03</td>
<td>-.04</td>
</tr>
<tr>
<td>167. Coaching has forever improved my life in a deeply meaningful way.</td>
<td>0.90</td>
<td>.70</td>
<td>.04</td>
<td>-.02</td>
<td>.15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Insight &amp; Awareness</th>
<th>Logits</th>
<th>F₁</th>
<th>F₂</th>
<th>F₃</th>
<th>F₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>111. I had unexpected revelations as a result of my coaching.</td>
<td>0.87</td>
<td>.08</td>
<td>.84</td>
<td>-.01</td>
<td>-.16</td>
</tr>
<tr>
<td>110. I obtained unexpected insights as a result of my coaching.</td>
<td>0.64</td>
<td>-.05</td>
<td>.77</td>
<td>-.09</td>
<td>.15</td>
</tr>
<tr>
<td>35. Coaching helped me reflect on my current attitudes.</td>
<td>-.46</td>
<td>.02</td>
<td>.49</td>
<td>.14</td>
<td>.05</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sustainability</th>
<th>Logits</th>
<th>F₁</th>
<th>F₂</th>
<th>F₃</th>
<th>F₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>75. I have sustained a new routine that helps me as a result of coaching.</td>
<td>0.11</td>
<td>.00</td>
<td>-.04</td>
<td>.95</td>
<td>-.10</td>
</tr>
<tr>
<td>72. I believe I have created a permanent new habit as a result of coaching.</td>
<td>0.05</td>
<td>.00</td>
<td>-.00</td>
<td>.68</td>
<td>.07</td>
</tr>
<tr>
<td>146. I have been able to maintain the gains I made from coaching.</td>
<td>0.20</td>
<td>.03</td>
<td>-.04</td>
<td>.59</td>
<td>.14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goals</th>
<th>Logits</th>
<th>F₁</th>
<th>F₂</th>
<th>F₃</th>
<th>F₄</th>
</tr>
</thead>
<tbody>
<tr>
<td>36. Coaching was central to me achieving at least one of my goals.</td>
<td>-.24</td>
<td>.00</td>
<td>-.03</td>
<td>-.01</td>
<td>.80</td>
</tr>
<tr>
<td>32. I achieved a goal as a result of coaching.</td>
<td>-.33</td>
<td>-.06</td>
<td>-.10</td>
<td>.10</td>
<td>.72</td>
</tr>
<tr>
<td>34. Through coaching, I have made progress toward my goals.</td>
<td>-.96</td>
<td>.01</td>
<td>.18</td>
<td>.11</td>
<td>.51</td>
</tr>
</tbody>
</table>

Rotation = Promax; RMSEA = 0.002
Minimum Item-Item Correlation = .30
Average Item-Item Correlation = .47

α = .91 (raw)
Minimum Item-Total Correlation = .64 (uncorrected)
Average Item-Total Correlation = .72 (uncorrected)

Rasch Model

All items fit the Rasch model sufficiently, including unidimensionality. Response categories behave as expected. Response categories have a broader (more logits) spread than the items.

CONCLUSIONS

• 164 and 58 well-validated items
• Three CTT scales with factors of Goals, Insight & Awareness, Transformation, and Sustainability
• Three Rasch scales: 164, 18, and 15 items

LIMITATIONS

• Not validated against other coaching outcome measures.
• Coaches may have given the link to clients with the most gain (positive outcome).

REFERENCES

Bradley, K. D., Cunningham, J. D., Akers, K. S., & Knutson, N. (2011). Middle category or survey pitfall - Using Rasch modeling to illustrate the middle category measurement flaw. Survey Research SIG.


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