

# 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

#### Transformation

166. Coaching has transformed my life.  
 165. Coaching has been a life-changing experience for me.  
 167. Coaching has forever improved my life in a deeply meaningful way.

#### Insight & Awareness

111. I had unexpected revelations as a result of my coaching.  
 110. I obtained unexpected insights as a result of my coaching.  
 35. Coaching helped me reflect on my current attitudes.

#### Sustainability

75. I have sustained a new routine that helps me as a result of coaching.  
 72. I believe I have created a permanent new habit as a result of coaching.  
 146. I have been able to maintain the gains I made from coaching.

#### Goals

36. Coaching was central to me achieving at least one of my goals.  
 32. I achieved a goal as a result of coaching.  
 34. Through coaching, I have made progress toward my goals.

	Logits	F <sub>T</sub>	F <sub>IA</sub>	F <sub>S</sub>	F <sub>G</sub>
166. Coaching has transformed my life.	0.68	.87	-.06	.07	-.01
165. Coaching has been a life-changing experience for me.	0.75	.79	.10	-.03	-.04
167. Coaching has forever improved my life in a deeply meaningful way.	0.90	.70	.04	-.02	.15
111. I had unexpected revelations as a result of my coaching.	0.87	.08	.84	-.01	-.16
110. I obtained unexpected insights as a result of my coaching.	0.64	-.05	.77	-.09	.15
35. Coaching helped me reflect on my current attitudes.	-0.46	.02	.49	.14	.05
75. I have sustained a new routine that helps me as a result of coaching.	0.11	.00	-.04	.95	-.10
72. I believe I have created a permanent new habit as a result of coaching.	0.05	.00	.00	.68	.07
146. I have been able to maintain the gains I made from coaching.	0.20	.03	.04	.59	.14
36. Coaching was central to me achieving at least one of my goals.	-0.24	.00	.03	-.01	.80
32. I achieved a goal as a result of coaching.	-0.33	.06	-.10	.10	.72
34. Through coaching, I have made progress toward my goals.	-0.96	.01	.18	.11	.51

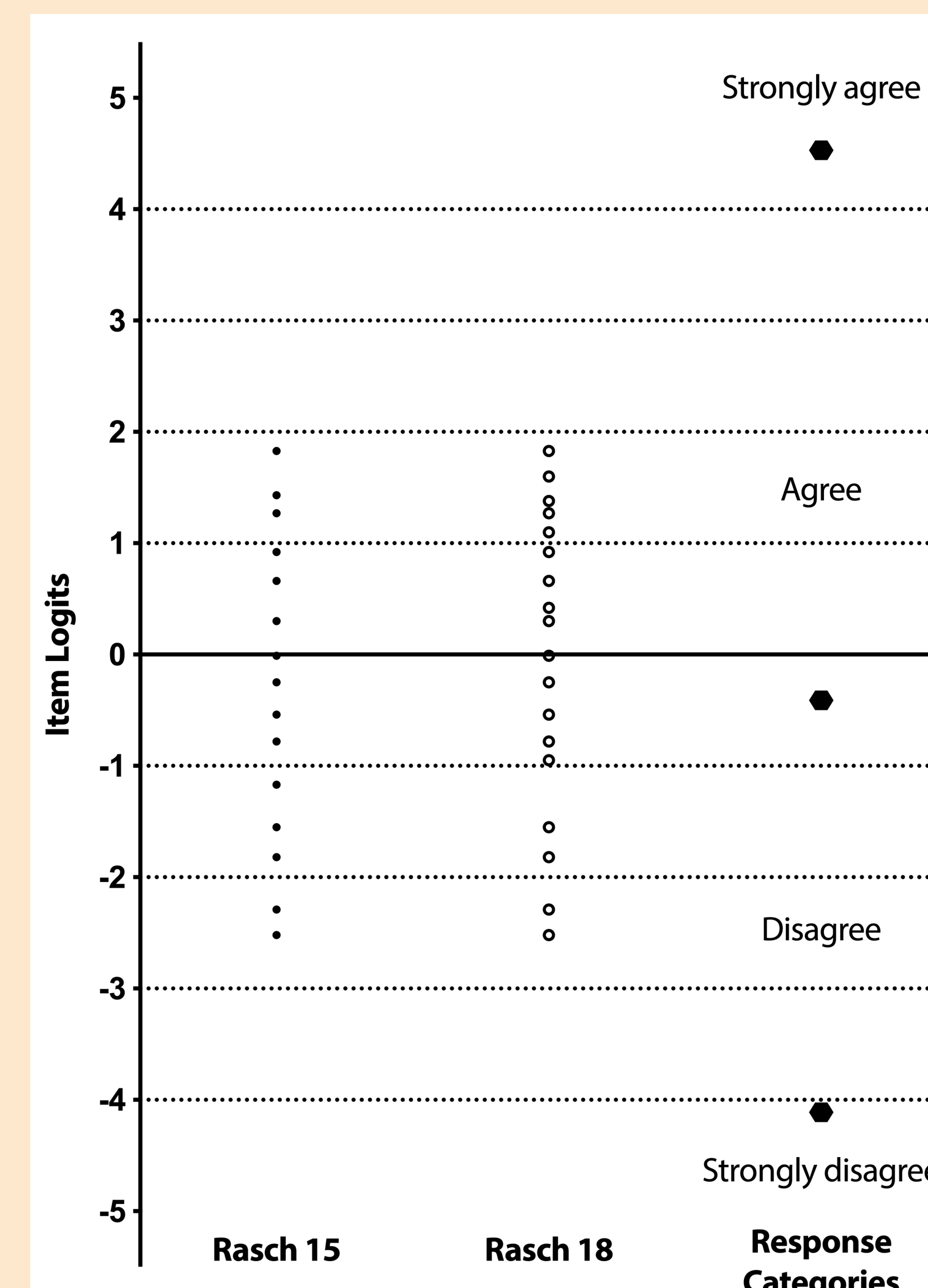
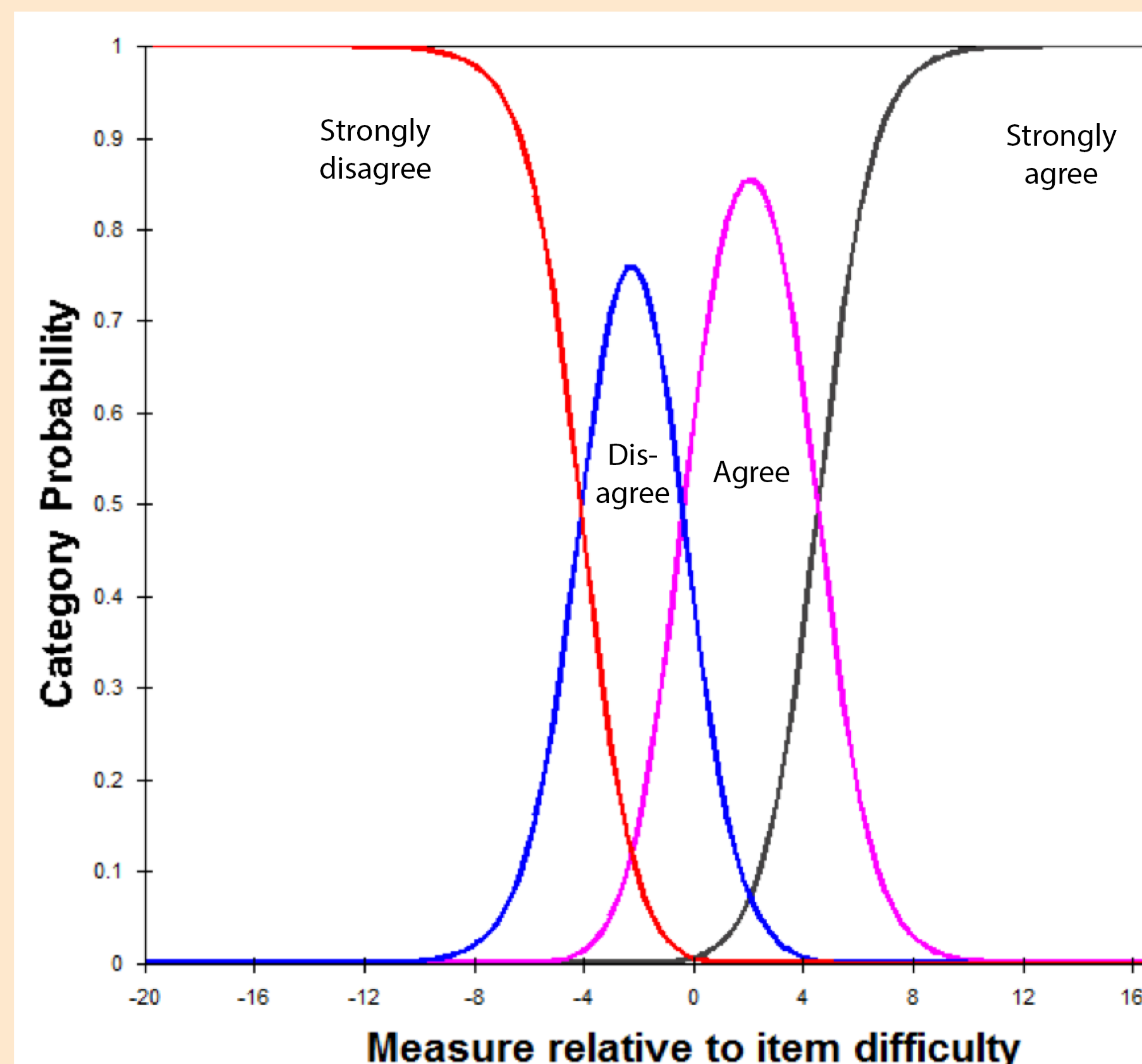
Rotation = Promax; RMSEA = 0.002  
 Minimum Item-Item Correlation = .30  
 Average Item-Item Correlation = .47

$\alpha = .91$  (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.



- All 164 items showed good performance in the MTurk study using the Rasch model.
- 58 of these items were validated using the Rasch model in a subsequent study with real coaching clients.
- Given that the response categories have a wider logit spread than the items themselves, the response categories are providing greater discrimination than the items.
- All of the 58 items exhibited good response characteristics and could likely be used to create various scales.
- Three CTT scales were created from the 58 items with good item-item and item-total correlations and factor structure. A follow-up study by an independent researcher ( $n=248$ ) showed very similar results with the exception of item 35 loading higher onto the Goals factor.

## 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*.
- Norman, G. (2010). Likert scales, levels of measurement and the "laws" of statistics. *Advances in Health Sciences Education*, 15(5), 625-632.

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