



MEDIA RELEASE

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IECL jumps into coaching technology, partnering with qChange

The Institute of Executive Coaching and Leadership (IECL) today announces a technology partnership with qChange to pilot new AI technology to facilitate structured interventions and increase the impact of coaching engagements for leaders and organisations.

The pilot will commence with the addition of app-based 'nudges' to IECL's high-skill coaching methods using qChange's Leader Experience (LX) application technology.

Development prompts, anonymous feedback, nano-learnings and measurement are provided to leaders via the technology before, during and after business meetings to fast-track the impact of coaching between structured sessions, improving leader effectiveness in real-time and accelerating performance and growth.

The partnership is expected to add material value to IECL's coaching methodology, including increased data and evidence of the escalating impact of coaching on the achievement of organisational goals.

IECL clients will benefit from micro-interventions that track the quality of coaching on behaviour change with metrics on performance improvement that provide greater insight into the return on client investment. Leaders receiving IECL coaching will benefit from an accelerated coaching and growth experience.

qChange CEO and Co-Founder, James Kelley, Ph.D. described qChange Leader Experience as a real-time B2B, SaaS solution that captures behavioural signals in the flow of work by prompting, measuring, growing and predicting leader success around the meeting using collaboration tools.

"Every day across the planet we estimate there are 55 million meetings," Kelley said.

"Our research shows that 69 per cent of employees believe meetings are unproductive, leading to poor employee experiences, and that a 5 per cent gain in employee engagement will deliver a 3 per cent increase in revenue.

"The role leaders play in affecting employee experience is vital, with research reporting that leaders contribute 70 per cent of the variance in employee experience.

"IECL has a great reputation for delivering outstanding coaching experiences. qChange is thrilled to assist IECL in fulfilling their mission to provide every leader with world class coaching.

"We believe we do this by bridging the gap between coaching sessions and turning meetings into talent development assets for companies and their leaders.

"The Leader Experience solution uses the collaborative environment of a meeting to provide coaching clients with timely, relevant, and continuous input from their peers and their teams inside collaboration tools."



IECL General Manager, Gabrielle Schroder welcomed the formation of the partnership and the potential benefits it will bring to IECL's clients, their employees and to IECL.

"Our clients engage IECL because of the impact we have on organisational performance through the quality of the coaching experience we provide," Schroder said.

"This impact is only limited by the extent to which leaders can maintain focus on the things they have identified for improvement and move the dial between coaching sessions.

"Partnering with qChange provides a means of facilitating structured interventions to keep these improvement areas front of mind from one coaching conversation to the next.

"It allows us to extend our impact, improving accountability and deepening the coaching experience for our clients and our coaches.

"Perhaps most importantly, it amplifies the coaching experience beyond the individual leader, providing immediate, context-rich feedback loops where all participants learn and grow.

"IECL's mission is for every leader to be able to access world class coaching. Our recent transition to digital delivery has enabled us to rapidly expand our work across the globe.

"Our partnership with qChange is one of a series of partnerships designed to deliver differentiated and tangible value to our clients, wherever they are in the world."

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About qChange

qChange is a U.S.-based technology company that helps partners measure the impact of their development initiatives in the flow of work using collaboration tools. <https://www.qchange.com/>

About IECL

IECL is the industry leader in coach training, individual coaching and coaching applied in teams and organisations. <https://www.iecl.com/>

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