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CIPD Calls for Coaching to Fill the Productivity Gap

A new book has identified that collaborative, coaching styles of leadership could be the key to solving the UK's low productivity. According to the latest research from Professor Michael Porter of Harvard, Britain is less productive in output per hour than Germany, France and the US in sectors such as manufacturing, construction and financial and business services.

Coaching for the Future is written by coaching specialist Janice Caplan and published by people management experts the Chartered Institute for Personnel and Development (CIPD). It notes that the focus of attention for HR professionals has moved on to boosting personal productivity, giving all employees the scope to organise themselves while still providing necessary tools and boundaries.

Coaching is now firmly established as a major weapon in the manager's arsenal, and it is of significant benefit to those employees looking to improve their own working efficiency. Combined with the support of effective mentors, this can help organisations to reap real productivity gains.

Janice Caplan notes: "A leadership model that focuses on coaching and collaboration will result in a happier, more satisfied and hence more productive workforce. The growth of speciality coaching demonstrates that all industry sectors and job roles, from board-level executives to IT staff, can benefit.

"Discussions about boosting UK productivity have of late focused on areas such as work life balance and flexible working. It is just as important to ensure that, while at work, employees get the support they need to develop and succeed."

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Notes to Editors

- The Chartered Institute of Personnel and Development (CIPD) has over 117,000 members and is the leading professional institute for those involved in the management and development of people.
- *Coaching for the Future* (ISBN number 0B52929587 and Stock Code 205), is priced at £22.99 for non-members, £20.69 for CIPD members, on 0870 800 3366 or via the CIPD website: www.cipd.co.uk/bookstore
- To obtain a **review copy** of *Coaching for the Future* contact Emma Price on 020 8263 3240 or e.price@cipd.co.uk
- Professor Michael Porter of Harvard research can be downloaded from <http://www.dti.gov.uk/economics/>

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