



Coaching Impact on Employees and Organizational Performance in the Middle East Healthcare Industry

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ABSTRACT

Coaching is a personal advancement and objective focused process. Achieving organizational results, improving well-being, and driving individual improvement are the main aspects of anticipated results (Rosha & Lace, 2016). This study aims to build a body of evidence on the effect of coaching on improvement on organizational accomplishment in the Middle East Healthcare industry which should support the industry leaders to adopt the coaching techniques recognizing its valuable effects on the growth of their corporations. A total of 195 respondents were involved in this study from various healthcare firms. More than 70% agree that coaching is very useful or extremely useful to achievement own goals, improves the capacity to view their strengths, and accomplish goals. The study participants confirmed that coaching challenged their thinking, improve morale, and offered new options to achieve a feeling of harmony between work, life, and relaxation. In this research, coaching was found very useful to increase confidence to speak openly to managers, support achieving organizational goals, reduce the level of absence, increased productivity, and maintain high work quality. Reshaping the company's management strategies and espousing the coaching techniques may provide improvement in the employee's well-being and productivity leading to the development of the overall organizational performance.

Keywords: Coaching, Healthcare, Well-being, Productivity