



The Value of Mentoring and Coaching for Personal Success in the Business Environment

A Research Proposal for MA Leadership Dissertation



Kamil Sloboda (1712240) 10th of June, 2024



Research Question

Is mentoring and coaching valuable for personal success in the business environment?

- *These are recognised tools for personal and professional development.*
- *By investigating them we can better understand how these practices contribute to individual growth and success in the business environment (Newton, 2020)*

Research Aim

To evaluate the impact of mentoring and coaching on personal success within a business environment

- *How effective these programs are for personal success?*
- *How these programs contribute to the professional growth and success of business owners.*
- *What are potential challenges and limitations?*

4 Objectives

1. **To identify the key benefits of mentoring and coaching for individuals in a business environment.**
 - *Key benefits should reveal why these programs could be valuable for personal satisfaction and performance.*
2. **To assess how mentoring and coaching contribute to career and skill development.**
 - *Focus on measuring the tangible outcomes of mentoring and coaching, such as business expansion, skill acquisition, and professional achievements.*
3. **To examine the perceptions of business professionals on the effectiveness of mentoring and coaching.**
 - *Professional's view at the effectiveness of mentoring/coaching programs will provide a look into their perceived value and areas for improvement.*
4. **To analyse the challenges and limitations associated with implementing mentoring and coaching programs in businesses.**
 - *Finding obstacles and limitations that may hinder the success of mentoring and coaching initiatives.*

Research Methods

Mixed Methods Approach (**Qualitative and Quantitative**) (George, 2022).

- **Quantitative:**
Surveys to gather statistical data on the impact of mentoring and coaching.
- **Qualitative:**
In-depth interviews to explore personal experiences and insights.

Rationale for Chosen Methods

Comprehensive Understanding

- *Quantitative surveys provide statistical data to measure the overall impact and effectiveness of mentoring and coaching programs.*
- *Qualitative interviews allow for a deeper exploration of personal experiences, perceptions, and insights, providing context and richness to the quantitative findings.*

Triangulation of Data

- *Cross-verifying findings from different sources, enhancing the reliability and validity of the results.*

Holistic Perspective

- *Combining quantitative data with qualitative interviews allows for a more wider understanding of the research question.*
- *Measurable outcomes and the subjective experiences related to mentoring and coaching in the business environment.*

Enhanced Validity

- *Strengthening of findings validity by offering multiple perspectives on the research topic. (Nair, 2023).*

Survey Design (Quantitative)

1. **How long have you participated in mentoring/coaching programs?**
 - *Multiple-choice question with predefined options for the duration of participation, such as: Less than 6 months, 6 months to 1 year, 1-2 years or more than 2 years*
2. **What specific skills have you developed through mentoring/coaching?**
 - *Multiple-choice or checkbox question listing various skills, and ask respondents to select all that apply.*
3. **How has mentoring/coaching impacted your career progression?**
 - *Closed-ended question, such as: "To what extent do you believe mentoring/coaching has positively impacted your career progression?" Respondents can choose from options like "Significantly," "Moderately," "Slightly," or "Not at all."*
4. **How do you rate the overall effectiveness of mentoring/coaching on a scale of 1-10?**
 - *Respondents will rate the overall effectiveness of mentoring/coaching on a scale of 1 to 10, with 1 being "Not effective at all" and 10 being "Extremely effective."*

Interview Design (Qualitative)

1. Can you describe your experience with mentoring/coaching in your career?

- *This question asks for a story about their mentoring or coaching experience, encouraging them to share details and examples.*

2. What specific benefits have you gained from mentoring/coaching?

- *This question asks participants to list the good things they got from mentoring or coaching, like learning new skills or feeling more confident.*

3. What challenges have you faced in mentoring/coaching programs?

- *Here, participants talk about any problems they had during mentoring or coaching, like difficulties communicating with their mentor/coach or unsuccessful application of methods.*

4. How do you believe mentoring/coaching has influenced your personal success?

- *This question asks participants to explain how mentoring or coaching has made them better at what they do, like helping them to get the business expanded or feel happier at work.*

Interview Design (Qualitative)

Semi-Structured (Turner, 2016).

- *Exploration of emergent themes may arise during the conversation. The questions are open-ended, participants have the freedom to share their experiences in their own words, leading to more natural discussions.*
- *Adjustment of follow-up questions based on the participant's responses, can delve deeper into areas of interest or clarification.*

Recording and Transcription (Hecker, 2024).

- *To ensure that all information is captured effectively. This minimises the risk of missing important details or misinterpreting responses during the interview.*
- *Transcribing the recordings provides a written record of the interviews, making it easier to analyse the data.*

Sample Population Selection

Quantitative Sample:

Target Population: Business professionals across various industries.

- *LinkedIn and other professional networks to identify potential participants.*
- *Professional organisations and their members.*
- *Personalised email invitations with a clear explanation of the survey's purpose, its importance, and how the data will be used.*
- *Survey platforms like Google Forms, will make it easier for participants to complete the survey online.*

Qualitative Sample:

Target Population: Business professionals across various industries.

- *Selected individuals from the business environment who volunteer for interview (Purposive sampling).*
- *Snowball sampling - asking participants if they know others who could participate in the research.*
- *People who have done the quantitative survey will be asked at the end if they would like to talk more about coaching and mentoring and its impact on their progression*
- *Individuals met during business conferences will be asked to participate in the interview.*

Data Analysis Methods

Quantitative:

Duration of Participation:

- *Percentage calculations for each option to understand the distribution of respondents' mentoring/coaching program durations.*

Skills Developed:

- *Identification of the most commonly developed skills in percentage.*

Impact on Career Progression:

- *Any significant differences in perceived impact across different demographic groups (e.g., by industry, age)*

Overall Effectiveness:

- *Conducting an ANOVA (Analysis Of Variance) to compare the effectiveness ratings across different categories of duration of participation.*

Software Tools:

- *SPSS, Excel, ANOVA for statistical analysis. (Anova, 2024), (IBM, 2024).*

Qualitative:

Raw transcription

- All interviews will be written down including all important factors.

Translation from other languages

- *Many interviews will be in foreign language therefore these will be translated with supervision of other bilingual person.*

Spreadsheet with appropriate categories and themes

- *A well-designed charts, or matrix can facilitate the coding and categorisation process for instance:*

Theme1. Experience with mentoring

Theme2. Benefits from mentoring

Theme3. Challenges during mentoring programs

Theme4. Impact on the success

Software Tools:

NVivo or similar software for coding and theme identification. (Nvivo, 2024).

Summary

Research Aim: Is mentoring and coaching valuable for personal success in the business environment?

4 Objectives:

- *Key benefits of mentoring and coaching for individuals in a business.*
- *How mentoring and coaching contribute to career advancement and skill development.*
- *Examination the perceptions of business professionals on the effectiveness of mentoring and coaching.*
- *Analyse of the challenges and limitations associated with implementing mentoring and coaching programs in businesses.*

Mixed Methods Approach (Qualitative and Quantitative) to cross-verify data and comprehensive understanding.

Analysing the data with specially designed tools such as **SPSS, ANOVA, NVivo** etc.

Unbiased questions for business professionals across various industries to achieve **critical evaluation**.

Any questions?

ANOVA. (2024) 'What is ANOVA (Analysis Of Variance) and what can I use it for?' [Online], Available: <https://www.qualtrics.com/uk/experience-management/research/anova/>, Accessed 2024, June, 4th

George, T. (2022) 'Mixed Methods Research | Definition, Guide, & Examples' [Online] Available: <https://www.scribbr.co.uk/research-methods/mixed-methods/>, Accessed 2024, June, 4th

Hecker, J. (2024) 'The Ultimate Guide to Qualitative Research - Part 2: Handling Qualitative Data' [Online] Available: <https://atlasti.com/guides/qualitative-research-guide-part-2/research-transcripts>, Accessed 2024, June, 4th

IBM. (2024) 'IBM SPSS software' [Online] Available: <https://www.ibm.com/products/spss-statistics>, Accessed 2024, June, 4th

Nair, A. (2023) 'Setting Rationale in Research: Cracking the code for excelling at research' [Online] Available: <https://www.enago.com/academy/rationale-in-research/>, Accessed 2024, June, 4th

Newton, R. (2020) 'Why We Need Coaches And Mentors In Business Today More Than Ever' [Online] Available: <https://www.forbes.com/sites/rebeccanewton/2020/07/15/why-we-need-coaches-and-mentors-in-business-today-more-than-ever/>, Accessed 2024, June, 4th

NVIVO. (2024) 'About NVivo' [Online] Available: <https://help-nv.qsrinternational.com/14/win/Content/about-nvivo/about-nvivo.htm>, Accessed 2024, June, 4th

Turner, D. (2016) 'Designing a semi-structured interview guide for qualitative interviews' [Online] Available: <https://www.quirkos.com/blog/post/semi-structured-interview-guide-qualitative-interviews/>, Accessed 2024, June, 4th