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Coaching Research
Institute LLP

1st March 2016

Coaching Research Institute launches new online survey "Ayce" for coaching evaluation

Tokyo, Japan 1st March 2016

Coaching Research Institute (CRI), a research arm of COACH A Co., Ltd., has launched its new free online survey for coaching evaluation, "Accelerate your Coaching Effectiveness" (Ayce) on March 1, available in three languages: English, Japanese and Mandarin Chinese.

To take full advantage of the results from Ayce, both the coach and client answer question items related to the coach's coaching skills and the effects gained by the client from the coaching relationship.

Based on ICF's core competencies and thousands of gathered data on coaching

Based on the core competencies of International Coach Federation (ICF), Ayce evaluates various coaching skills such as "listening" and "questioning". Combined with data gathered from over 2,000 coaching engagements, the survey includes a total of 24 questions items.

A clearer picture of your coaching effectiveness

The evaluation results are divided into categories such as "encouraging proactive behavior" and "change in perspectives" showing your strengths and areas of improvement as a coach. The results can also be used to see the differences in how the coach and the client experienced the coaching engagement.

Currently available in three languages

Ayce is a multilingual platform in which coaching from around the world can use. It is currently available in three languages: English, Japanese and Mandarin Chinese.

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About Coaching Research Institute LLP

Corporate Name: Coaching Research Institute LLP

Established: May 2007

Business Outline:

- Research on leadership and organizations with a focus on communication
- Development of research methods & products pertaining to organizational & leadership diagnoses
- Communication of impact of coaching, and functional mechanisms

Coaching Research Institute LLP (CRI) is a research agency established through financing from COACH A Co., Ltd., consisting of researchers who are certified in professional coaching. Its goal is to pursue the most effective mechanism in which coaching functions, and foster the global standardization of the methods for impact measurement.