



# MDA's Executive Coaching Integration Maturity Model



# Executive Coaching Integration Maturity Model



## Absent

No formal coaching, ad hoc, or nonexistent



## Emerging

Occasional coaching, no consistent process



## Structured

Coaching for select leaders, some alignment with talent strategy



## Integrated

Coaching embedded in multiple talent processes, aligned with business goals



## Strategic and Scalable

Coaching culture, democratized access, strong ROI, enterprise alignment

# Executive Coaching Integration Assessment Survey

This assessment will help you evaluate your organization's maturity in integrating executive coaching into talent strategy.

**Rate each statement on a scale from 1 to 5:**

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

1. Our organization has a clearly defined executive coaching strategy.	
2. Coaching is used consistently across onboarding, succession planning, leadership development, and performance management.	
3. We track and measure the outcomes of coaching engagements (e.g., promotions, engagement, retention).	
4. Coaching is available to leaders beyond the executive level (e.g., high potentials, mid-level managers).	
5. We have a vetted pool of certified coaches and a structured matching process.	

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6. Coaching is aligned with our business strategy and leadership competency model.	
7. Managers are trained in coaching skills and use them in their day-to-day leadership.	
8. Coaching is used proactively, not just to address performance issues.	
9. We have a centralized system or platform to manage coaching engagements.	
10. Coaching is seen as a strategic investment by senior leadership.	

# Scoring Guide

## Your results:



**Absent**

**Score: 10–19**

Coaching is not yet a strategic tool in your organization.



**Emerging**

**Score: 20-29**

Coaching is used occasionally but lacks structure and alignment.



**Structured**

**Score: 30-39**

Coaching is formalized for select leaders with some alignment to talent strategy.



**Integrated**

**Score: 40-44**

Coaching is embedded in multiple talent processes and aligned with business goals.



**Strategic and Scalable**

**Score: 45-50**

Coaching is a cultural norm, data-driven, and enterprise-aligned.