



Retrospective Observational Outcomes Study:

Optimizing Employee Engagement &
Mental Health with Health Coaching



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The results from the YourCoach randomized retrospective observational study are unparalleled—the strongest, most compelling data we've seen to date for REAL health coaching. The impact is measurable, transformative, and impossible to ignore.

Marina Borukhovich

CEO & FOUNDER, YOURCOACH HEALTH



Anxiety Reduction – GAD-7

68.3%

of participants showed a reduction in their anxiety levels after 2 coaching sessions

-17.9%

decrease in participants' anxiety scores indicates a meaningful improvement in their emotional wellbeing over the 2-month period

What it is

GAD-7 is a clinically validated questionnaire used to measure general anxiety levels in individuals. It's one of the most widely accepted tools in healthcare and mental health to track severity of symptoms like worry, restlessness, and difficulty concentrating.

What this means to an organization

A nearly 18% reduction in anxiety across just two coaching sessions shows that employees are becoming more emotionally regulated, less stressed, and more focused — reducing burnout risk and improving daily performance. This, in turn, means fewer productivity losses, lower clinical escalations, and greater ROI from the wellness budget.

For Reference

In clinical settings (e.g., months of therapy and/or medication), a 20%–50% reduction in GAD-7 scores is often considered a meaningful clinical improvement. YourCoach's 17.9% reduction in just 2 sessions puts it in line with early-phase clinical impact, especially for low-to-moderate severity cases.

Resilience Boost – RAQ-8

63.4%

showed improvement in their resilience after two coaching sessions, as measured by the RAQ-8 scale

+10.8%

increase in participants' resilience scores indicates a meaningful improvement in their ability to adapt, recover from stress, and handle challenges more effectively

What it is

RAQ-8 is a validated questionnaire that measures a person's resilience — their ability to bounce back from adversity, stay grounded under stress, and maintain emotional strength in challenging situations.

What this means to an organization

Improved resilience helps employees manage stress, setbacks, and pressure without burning out. This translates to better retention, reduced stress leave, and higher performance during periods of change or uncertainty.

For Reference

While RAQ-8 doesn't have a single universal clinical threshold, a 5–10% increase is often considered meaningful in resilience interventions. YourCoach participants averaged a 10.8% improvement, suggesting that the coaching had a real, behaviorally significant impact on emotional durability and stress response.

Perceived Control of Outcomes – Locus of Control

61.2%

showed improvement in their perceived control over life outcomes after two coaching sessions

+13.1%

increase in participants' internal locus of control indicates a stronger belief in their ability to influence personal and professional outcomes

What it is

Locus of Control reflects how much control a person feels they have over what happens in their life — whether they see themselves as the driver of their outcomes (internal) or believe outcomes are shaped by external forces like luck or others.

What this means to an organization

When employees believe they can influence their own success, they're more proactive, self-directed, and accountable. This leads to better follow-through, greater ownership, and stronger alignment with performance goals.

For Reference

There's no universal clinical cutoff, but a 10%+ shift toward internal locus is considered behaviorally significant. YourCoach participants averaged a 13.1% improvement, suggesting a strong increase in personal agency and reduced learned helplessness.



Self-efficacy – GSES

59.4%

showed increased self-efficacy after two coaching sessions, based on the General Self-Efficacy Scale (GSES)

+9.6%

increase in participants' self-efficacy scores reflects a stronger belief in their ability to handle challenges and follow through on goals

What it is

The General Self-Efficacy Scale (GSES) measures a person's confidence in their ability to solve problems, manage situations, and succeed in achieving personal goals — even in the face of setbacks.

What this means to an organization

Employees with higher self-efficacy are more likely to take initiative, persist through obstacles, and independently drive outcomes. This translates into increased productivity, stronger execution, and reduced need for micromanagement.

For Reference

A 5–10% increase in GSES is generally considered meaningful in coaching and behavioral science literature. YourCoach users showed a 9.6% average increase, demonstrating a strong lift in personal agency and confidence in problem-solving.

Readiness to Change - SOC

63.3%

showed improvement in their readiness to take action on personal goals after two coaching sessions

+11.7%

increase in participants' SOC scores indicates stronger motivation and their commitment to behavior change

What it is

The Stages of Change (SOC) model measures a person's readiness to take action — whether they're just thinking about change or already taking steps. It tracks movement through stages like contemplation, preparation, and action.

What this means to you

An increase in readiness to change means employees are not just aware of their challenges — they're actively working to improve them. This shift is a precursor to real, sustained behavior change, whether it's improving sleep, managing stress, or adopting healthier habits.

For Reference

In behavioral health, a 10–15% increase in readiness scores or movement across one or more SOC stages is considered meaningful. YourCoach users averaged an 11.7% improvement, indicating clear momentum toward action and goal activation.

Readiness to Change: Movement Across Stages

We evaluated participant movement along the Transtheoretical Model of Change (Stages of Change):

STAGE TRANSITION	% CHANGE
Contemplation → Preparation	22.4%
Contemplation → Action	14.3%
Preparation → Action	18.2%
Action → Maintenance	8.4%

Over 63% 

of individuals advanced at least one stage of change, showing real-world activation toward meaningful behavior change

Emotional Sentiment – Plutchik's emotion framework

64.8%

participants showed improvement in their emotional tone between sessions, as analyzed using Plutchik's emotion framework

+16.3%

increase in participants' positive sentiment reflects their shift towards more constructive, empowered emotional states such as optimism, determination, and trust

What it is

Plutchik's model categorizes human emotions into core types (e.g., joy, anger, fear, trust) and tracks their intensity and evolution over time. In this study, it was used to measure how participants' emotional states shifted between coaching sessions.

What this means to you

An uplift in sentiment shows that employees are processing emotions in healthier ways, moving from frustration or fear to optimism and motivation. This translates into better teamwork, clearer communication, and more constructive workplace dynamics.

For Reference

While sentiment models like Plutchik's are not clinical diagnostic tools, a 10–20% increase in positive sentiment is considered a strong shift in emotional trajectory, particularly over short time frames. YourCoach participants demonstrated a 16.3% improvement, signaling rapid progress toward healthier emotional regulation and mindset.

Behavioral Tendencies & Workplace Disposition – Big Five Inventory (BFI)

METRIC	% OF USERS IMPROVED	AVERAGE % CHANGE (SESSION 1 TO 2)
BFI: Conscientiousness	56.3%	6.4%
BFI: Openness	53.1%	5.9%
BFI: Emotional Stability	50.8%	7.2%
BFI: Agreeableness	49.6%	5.1%
BFI: Extraversion	47.2%	4.6%

What it is

The Big Five Inventory (BFI) is a validated psychological framework that measures five foundational personality traits: Openness, Conscientiousness, Extraversion, Agreeableness, and Emotional Stability. These traits are linked to how people naturally think, feel, and behave—especially under stress, in relationships, and at work.

What this means to you

Positive movement across BFI traits indicates that coaching is strengthening the underlying behavioral tendencies that drive success—from follow-through and emotional regulation to teamwork and adaptability.

For Reference

Shifts of 5% or more in BFI traits are considered rare and meaningful, particularly over short timeframes, as personality traits tend to be relatively stable. YourCoach's average cohort improvement of +5.8% across all BFI domains suggests coaching is catalyzing deep personal growth with downstream effects on performance and potential.



Referrals & Point Solutions Activation Potential

73%

participants were contextually recommended to at least one additional resource offered by their employer—ranging from EAPs and digital content to point solutions included in their benefits stack.

What it is

Coaches aren't just supporting emotional wellbeing—they're guiding employees toward relevant support options already available to them. Whether it's therapy, financial tools, or mindfulness programs, coaching becomes a bridge between employee awareness and action.

What this means to you

Most employers invest in a range of PEPM tools, EAPs, and content platforms—but struggle with activation and sustained engagement. The fact that nearly 3 in 4 employees were guided to the right resources shows that coaching amplifies the ROI of your full benefits ecosystem. It transforms coaching from a standalone solution into a benefits recommendation engine—driving smarter utilization, improved health outcomes, and greater efficiency across the board.

For Reference

In the navigation and advocacy space, engagement rates for care guidance and resource activation typically hover between 30–50%, even when supported by full-time nurse or navigator teams. A 73% contextual recommendation rate through coaching—without added friction or separate infrastructure—demonstrates that YourCoach naturally integrates navigation into the behavior change process, outperforming traditional models in surfacing the right resources at the right time.

Social Determinants of Health (SDOH) Impacting Workforce Well-being

Emotional & Social Support Deficits:

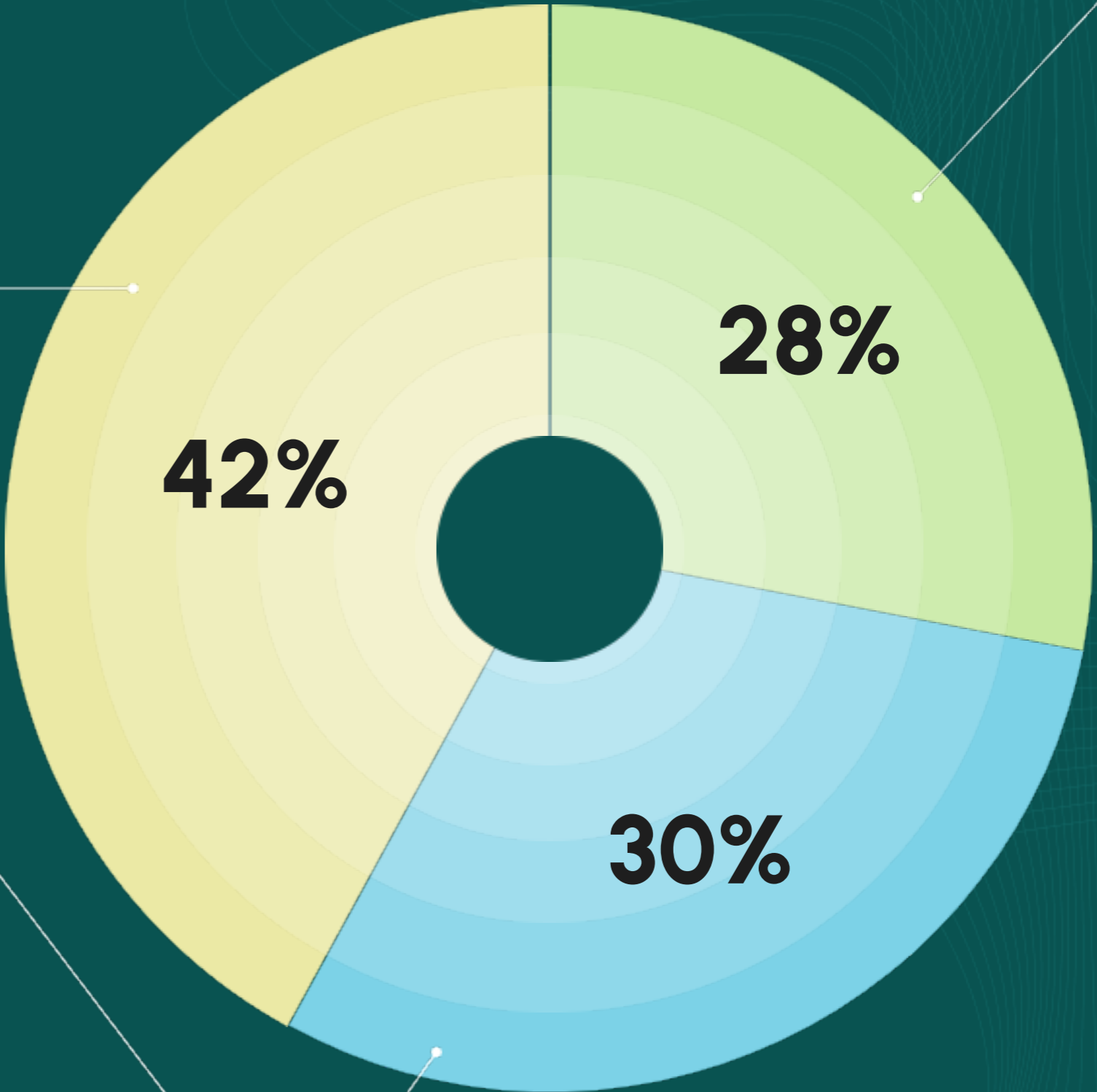
42% of participants report limited social support networks, increasing susceptibility to stress and disengagement. This trend aligns with broader societal patterns of loneliness, where declining community engagement, remote work, and reduced interpersonal interactions contribute to emotional isolation. Limited social connections may slow behavior change progress and reduce resilience, highlighting the need for structured support mechanisms such as coaching and peer engagement initiatives

Workplace Instability:

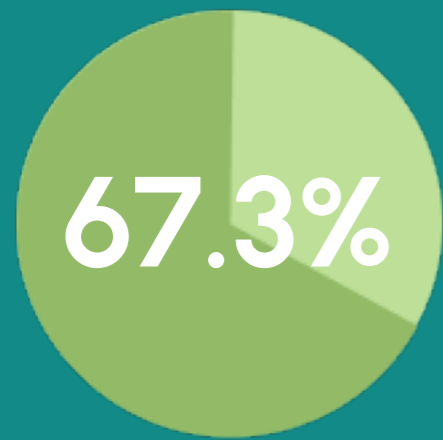
30% face challenges related to career transitions, role ambiguity, or uncertain job security. These concerns are compounded by macro and microeconomic instability, including rising fears of unemployment, market volatility, and inflationary pressures. The unpredictability in economic conditions creates heightened stress, impacting workforce confidence, decision-making, and career planning, further reinforcing the need for resilience-focused interventions

Mental & Physical Health Concerns:

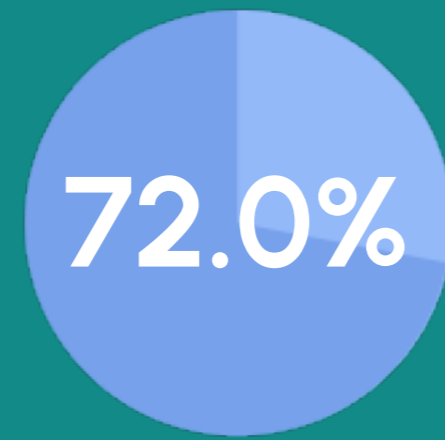
28% report chronic stress-related symptoms, including sleep issues, anxiety, and physical fatigue affecting performance



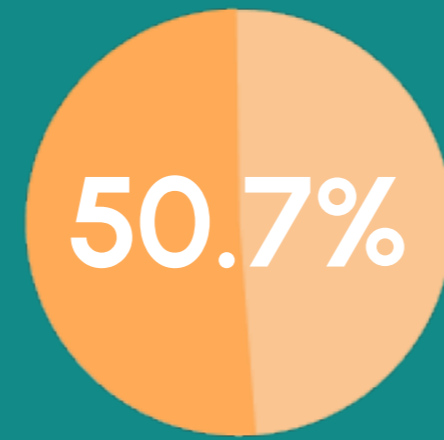
Coaching Challenge Themes



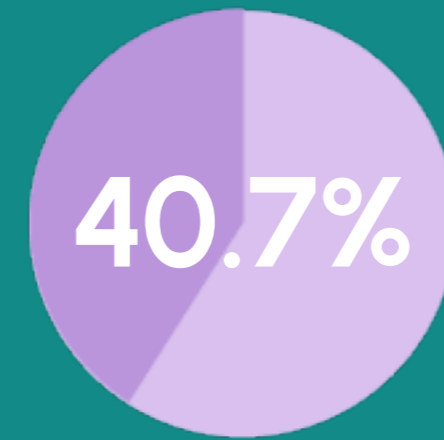
**LIFE STRESSORS &
EMOTIONAL HEALTH**



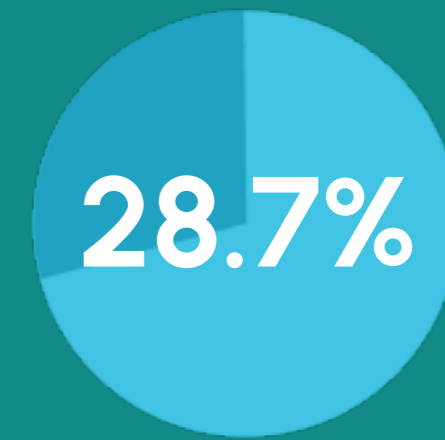
**CAREER,
PRODUCTIVITY
& FOCUS**



**INTERPERSONAL
RELATIONSHIPS**



**HEALTH BEHAVIOR,
HABITS & PERSONAL
DEVELOPMENT**

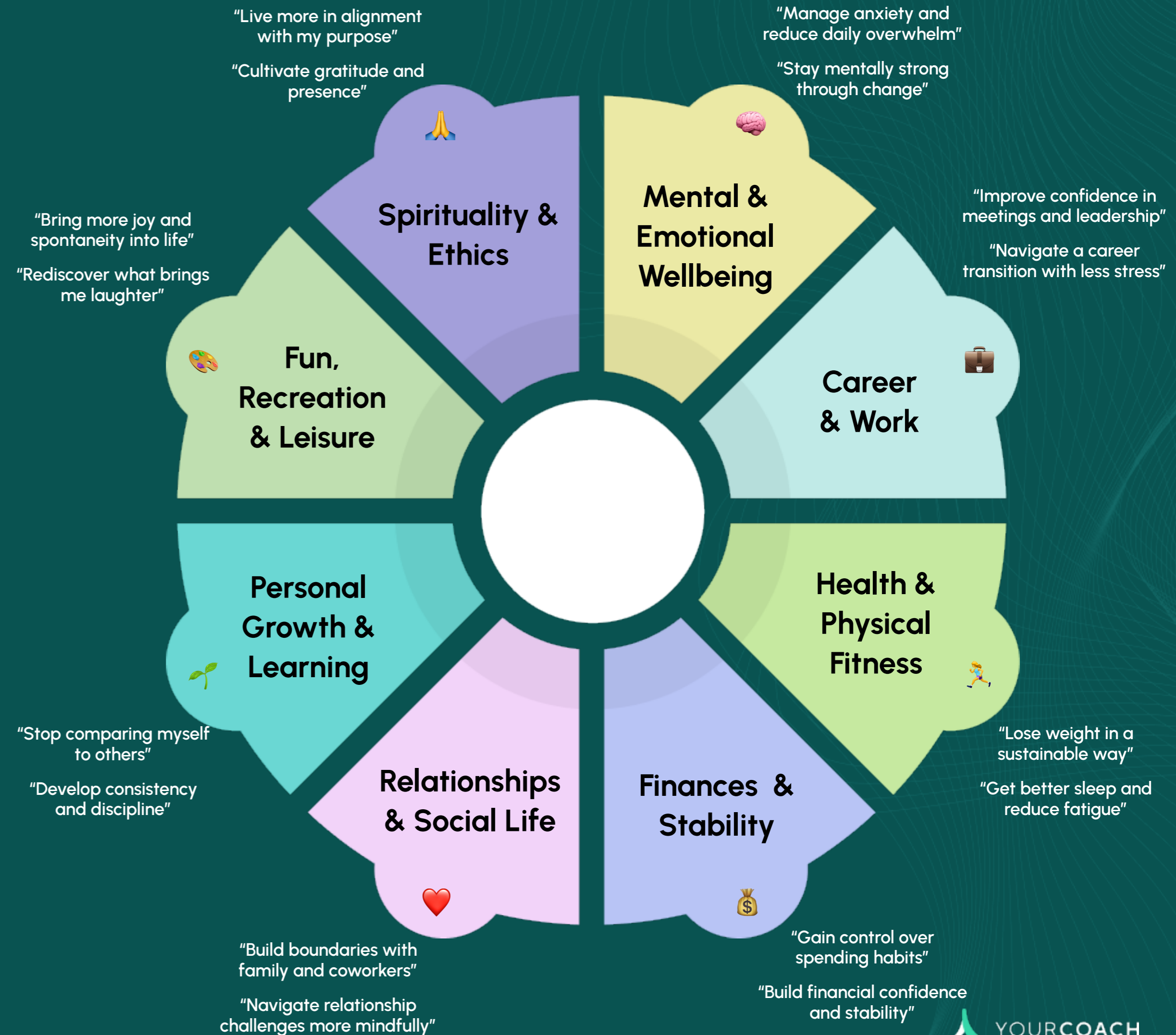


**CLINICAL
CONDITIONS**
(INCLUDING SUBSTANCE USE)

These themes represent a diverse range of coaching needs and reflect the holistic scope of YourCoach's intervention model.

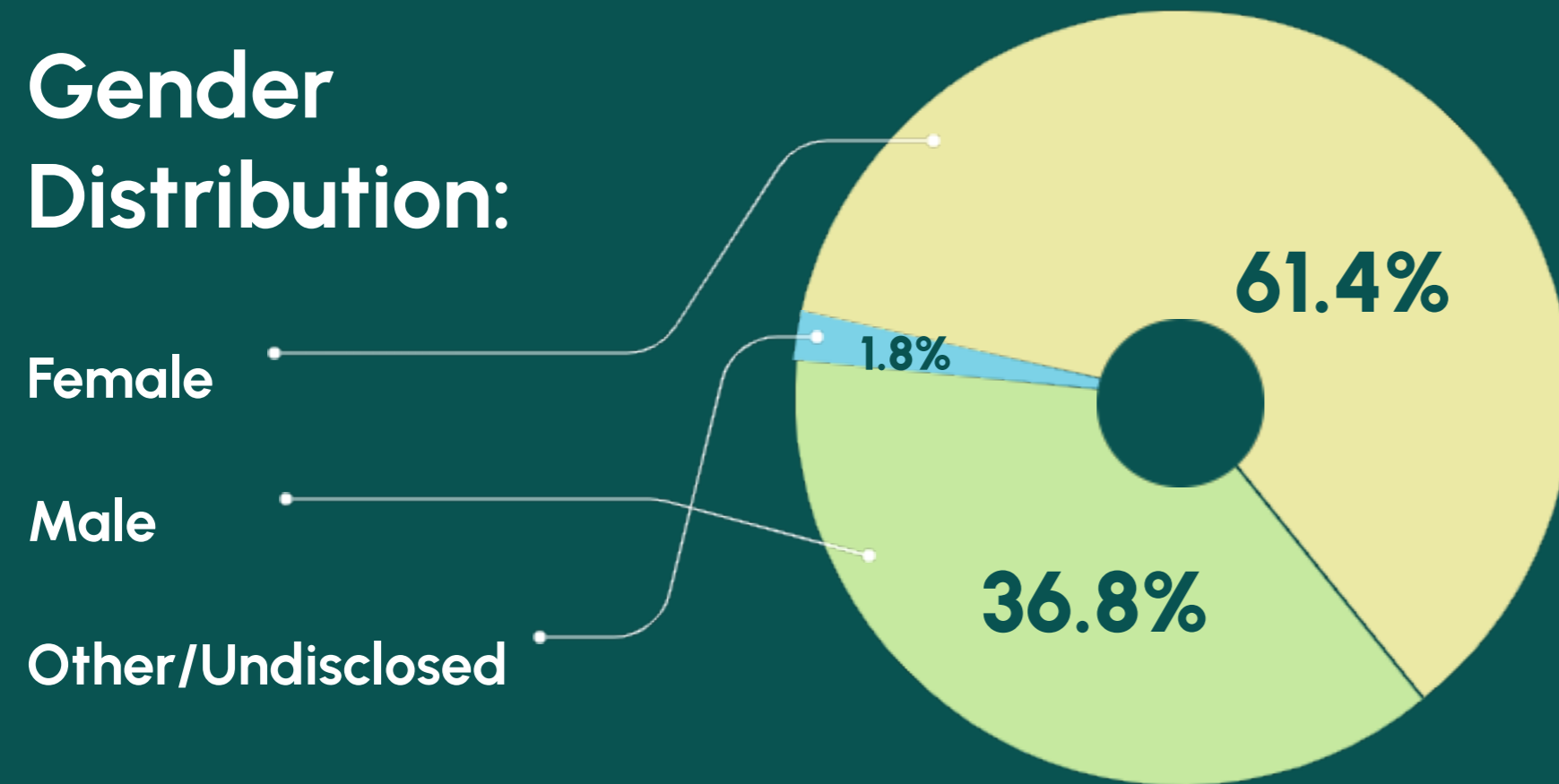
Wheel of Life Goals

The Wheel of Life framework helps individuals set goals across key dimensions of wellbeing—such as career, health, relationships, and personal growth—reflecting a holistic view of what matters most. The examples provided represent a sample of the diverse and self-directed goals that individuals working with YourCoach coaches are actively tackling across the population.



Population Demographics

Gender Distribution:

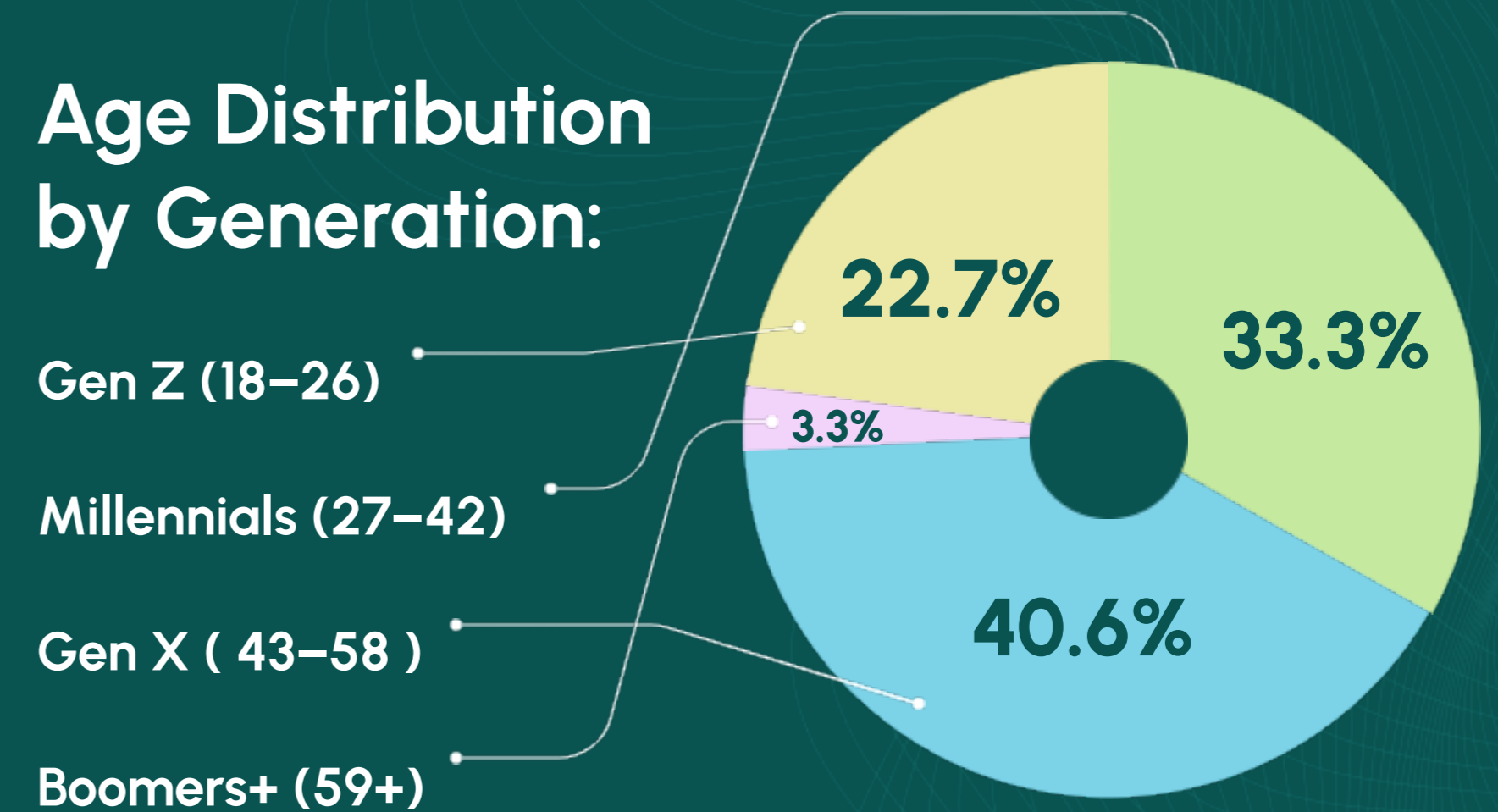


Female

Male

Other/Undisclosed

Age Distribution by Generation:



Gen Z (18-26)

Millennials (27-42)

Gen X (43-58)

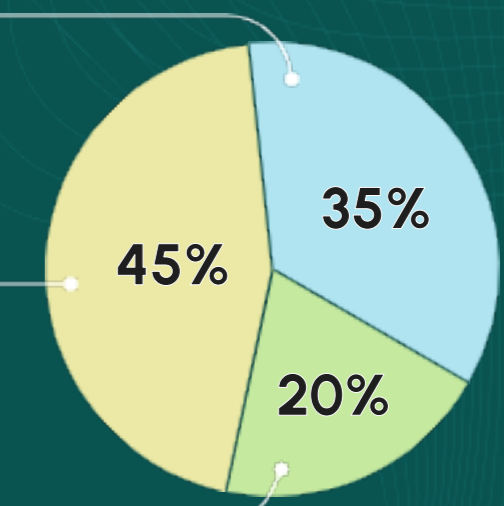
Boomers+ (59+)

* This demographic composition reflects a diverse working population across life and career stages

Early-career professionals

Mid-career professionals

Senior professionals



Study Design Summary

This retrospective observational pre-post cohort study evaluated the impact of YourCoach health coaching on a range of personal wellbeing and behavioral outcomes—including emotional health, resilience, personality traits, and readiness for change. The sample included 150 individuals who completed two coaching sessions, with 143 providing complete paired data across key standardized measures—enabling robust analysis of change both within and across sessions.

Analysis was conducted on fully pseudonymized, opt-in coaching transcripts using a custom-trained large language model (LLM) designed to extract clinically relevant indicators from natural language. This observational methodology enabled measurement of change over time—both within each session and across two sessions—using validated psychological scales applied to real-world coaching conversations.

Experience the Power of REAL Health Coaching for Yourself!

Experience the Impact for Yourself

YourCoach coaching moves the needle on anxiety, resilience, and behavior change—**fast**.

Now, we're inviting you to **try it** firsthand!

Qualify for a Complimentary 1-Month Coaching Experience

because decisions that impact people deserve personal insight

See What Your Employees Will See.

Feel What They Will Feel.

Let us help you model the **ROI of a full program** —
backed by outcomes data.

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