



COHORT REPORT

Prepared for

hello
moxie

16 April, 2026



About this Report

The **ROI Estimator** was developed to make measuring the financial impact of coaching and leadership development both **credible and broadly accessible** by offering a **research-based, scalable, and user-friendly alternative**.

The Estimator focuses on **twelve domains of impact** – common ways that coaching impacts leaders, and by extension, the business:



Communication



Self-Awareness



Network Strength



Agility



Resilience



Efficiency



Creativity



Strategic Thinking



Specialized Skills



Capability



Engagement



Retention

To capture impact and to translate impact to dollars, ROI Estimator uses an interview-style survey completed by the participant. Each reported change is then translated into financial terms via formulas derived from peer-reviewed behavioral and organizational research, as well as trusted sources such as the U.S. Bureau of Labor Statistics, the Center for Creative Leadership, the Harris Poll, and the Work Institute.

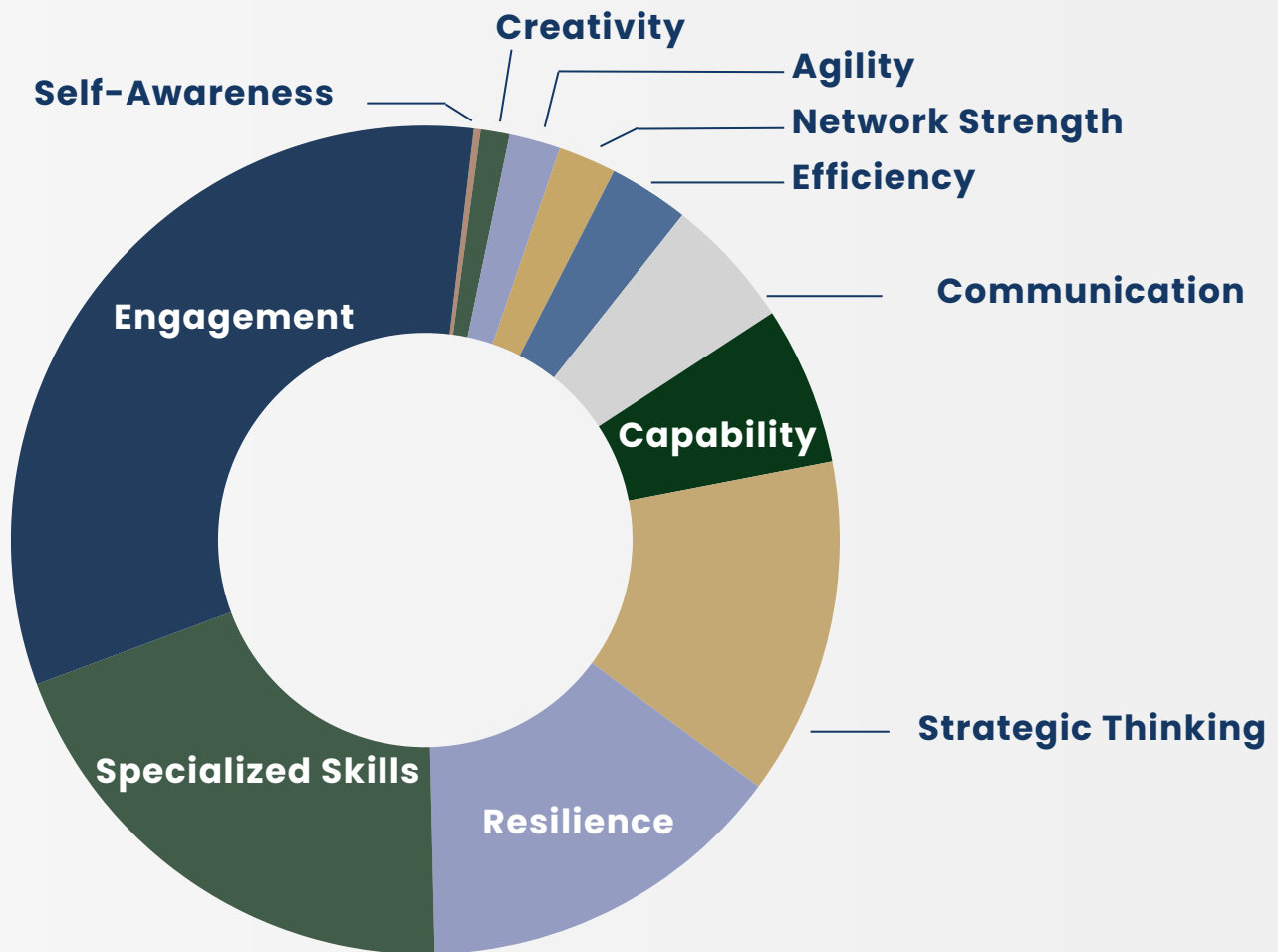


Executive Summary

This sample Summary Report reflects data for **8** STEM professionals who engaged in Moxie’s first ever mentoring program, which took place between November 2025 and April 2026. Here’s what it reveals:

- \$36,000:** Total loaded cost
- \$530,200:** Total financial impact
- 1472%:** Average ROI (\$14.71 per \$1 invested)

The pie chart below depicts how each driver contributes to total ROI across the cohort.



In addition, **2 participants** reported an impact on Revenue/Funding, totaling **\$206,200**.



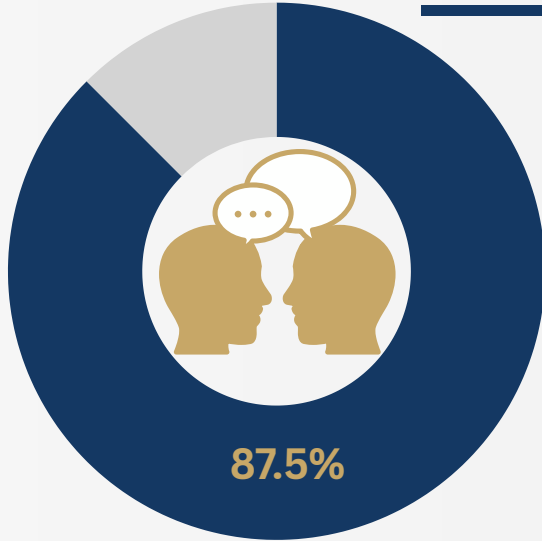
Impact Summary

Dimensions	\$ Impact	ROI Given Total Cost of: \$36,000
Interpersonal Effectiveness Communication Self-Awareness Network Strength	\$41,400	115%
Execution & Delivery Agility Resilience Efficiency Creativity Strategic Thinking Specialized Skills Capability	\$324,000	900%
Organizational Vitality Engagement Retention Revenue/Funding	\$371,000 Revenue/Funding excluded from Totals below	1,030% Revenue/Funding excluded from Totals below
Total Impact	\$530,200	1472%

Note: Details for every domain are available when individuals' data is combined into a Cohort Report. Cohort Reports can be requested once we have ROI reports from at least three individuals in your organization.

Value Generated per \$1 Invested:
\$14.72

Impact on Communication



Average Financial Impact

\$3,400

Average ROI

77%

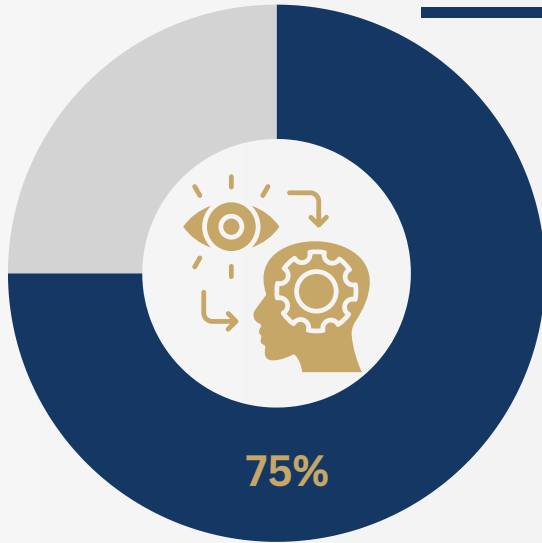
Improved their Communication

Areas of Improvement





Impact on Self-Awareness



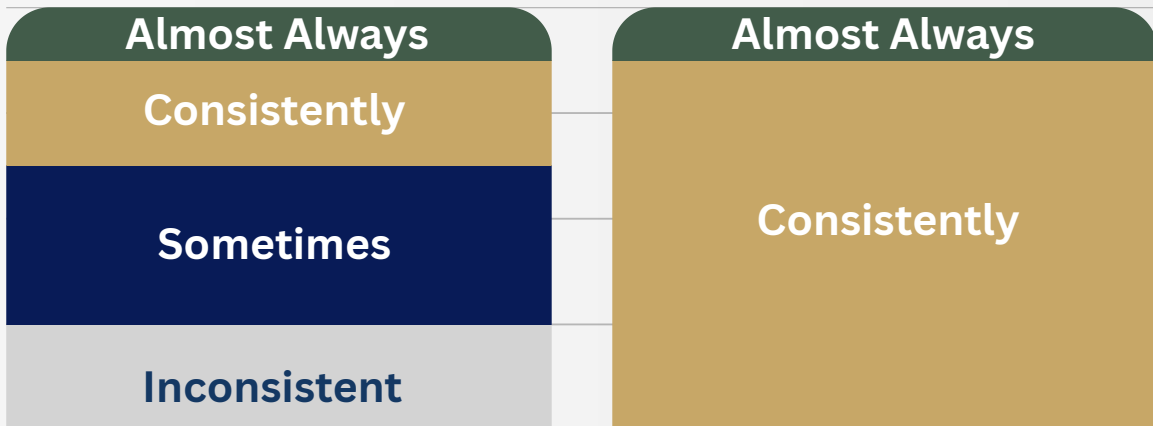
Increased in
Self-Awareness

Average Financial Impact

\$100

Average ROI

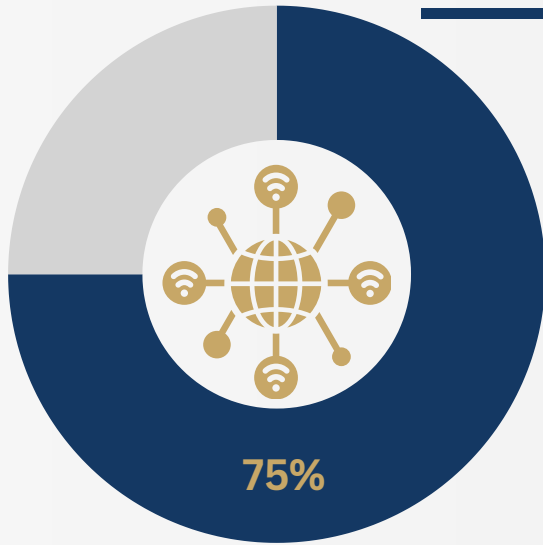
4%



Self-Awareness Prior to
Coaching

Self-Awareness After
Coaching

Impact on Network Strength



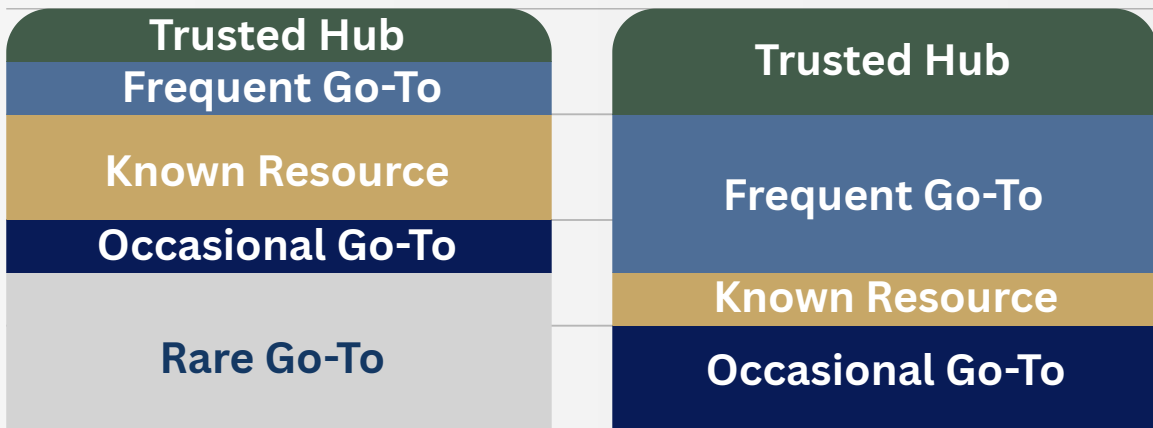
Average Financial Impact

\$1,500

Average ROI

34%

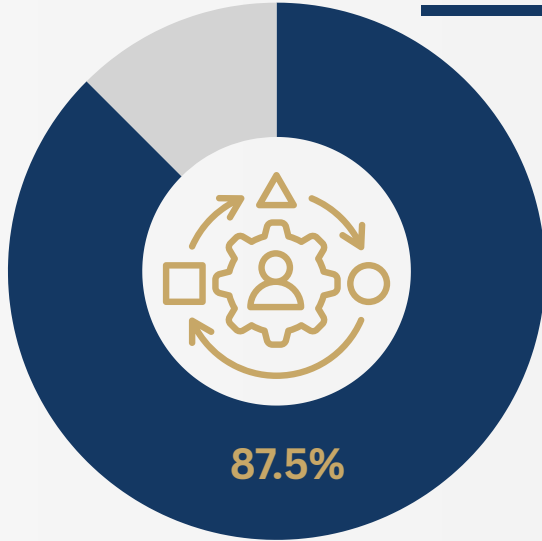
**Reported
Network Strength
Impact**



Network Strength Prior to Coaching

Network Strength After Coaching

Impact on Agility



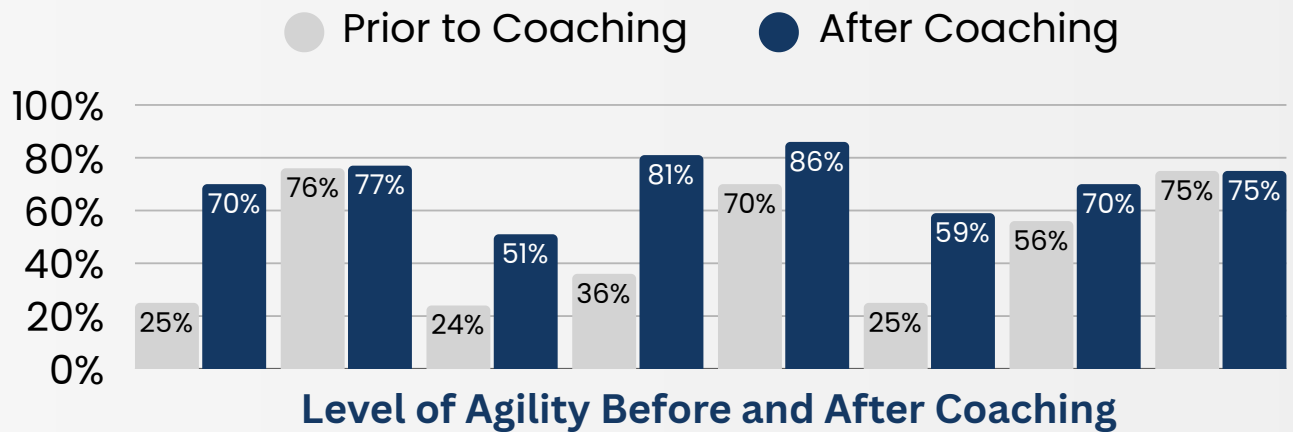
Average Financial Impact

\$1,300

Average ROI

30%

Improved in Agility



7 others more agile due to changes made



Impact on Resilience



Average Financial Impact

\$9,800

Average ROI

218%

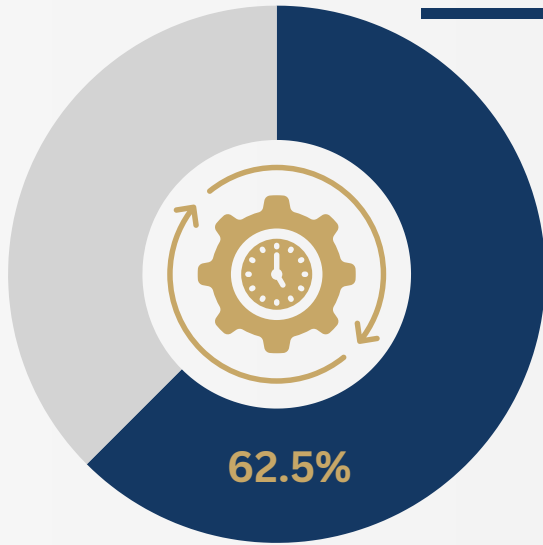
Decreased their
Stress Levels

22



**others less stressed
due to changes made**

Impact on Efficiency



Increased their Efficiency

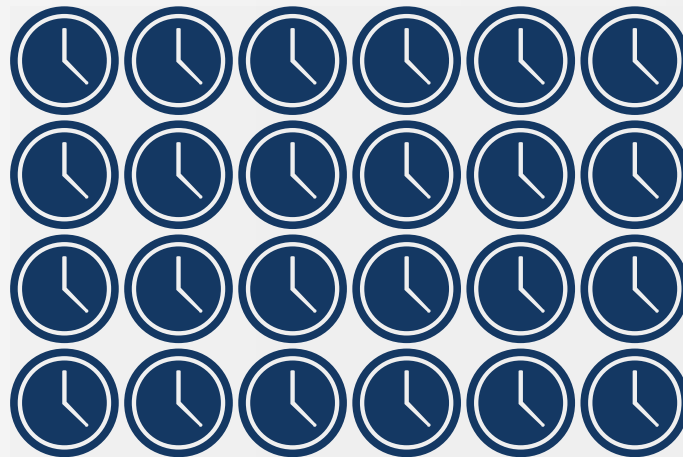
Average Financial Impact

\$2,100

Average ROI

47%

24



hours saved per week

Impact on Creativity



Average Financial Impact

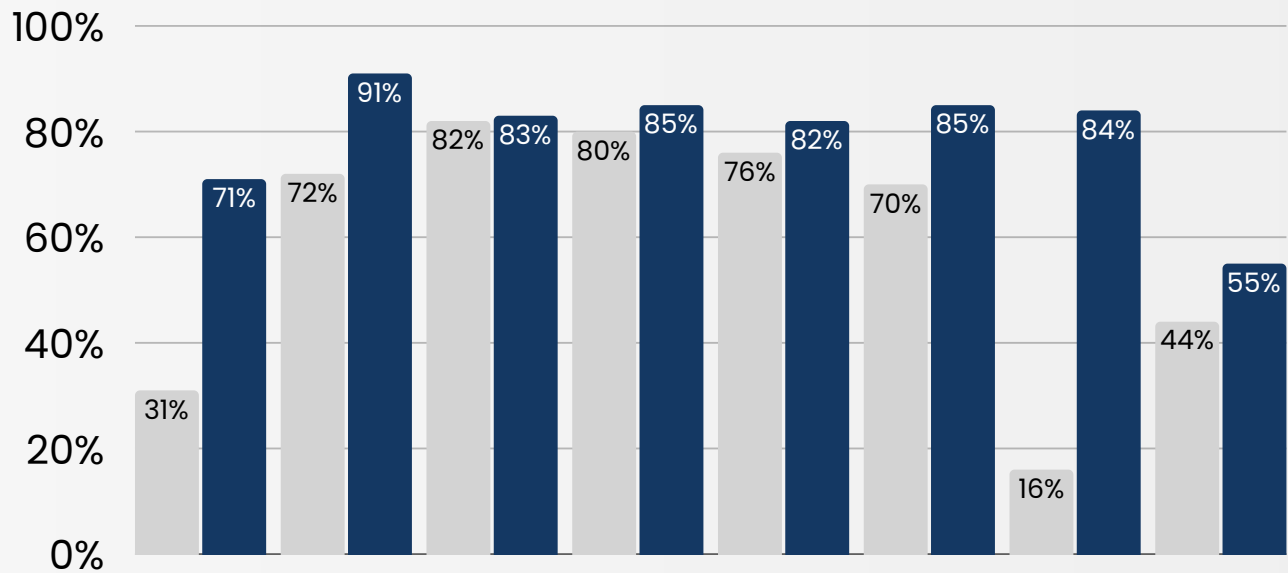
\$700

Average ROI

17%

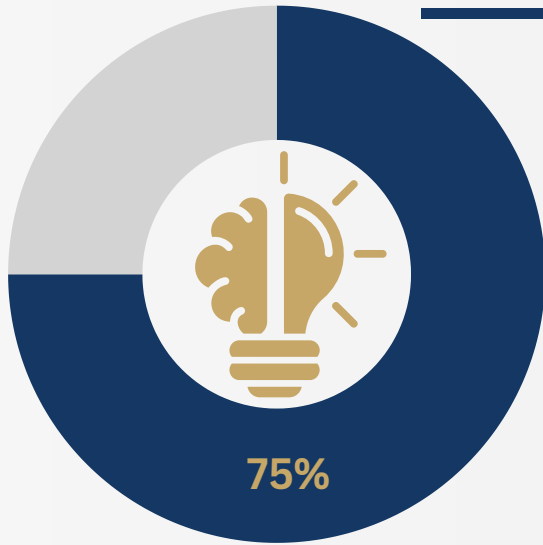
Improved in Creativity

● Prior to Coaching ● After Coaching



Level of Creativity Before and After Coaching

Impact on Strategic Thinking



Reported Strategic Thinking Impact

Average Financial Impact

\$8,900

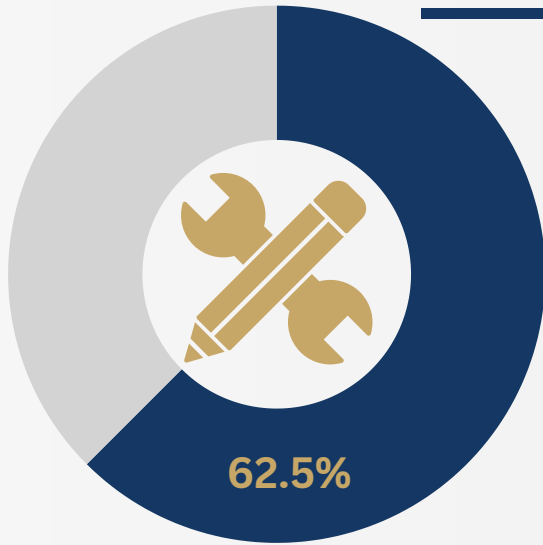
Average ROI

198%

Participant Reflections on Strategic Thinking Impact

Participants reported that the cohort strengthened their strategic thinking and self-awareness. They gained clarity on their strengths and how to leverage them, while improving their ability to set meaningful goals, accept feedback, and stay committed despite setbacks. Many also noted a shift from simply executing tasks to thinking more critically, helping them make more intentional decisions in both their careers and personal lives.

Impact on Specialized Skills



Average Financial Impact

\$13,300

Average ROI

296%

Developed Specialized Skills

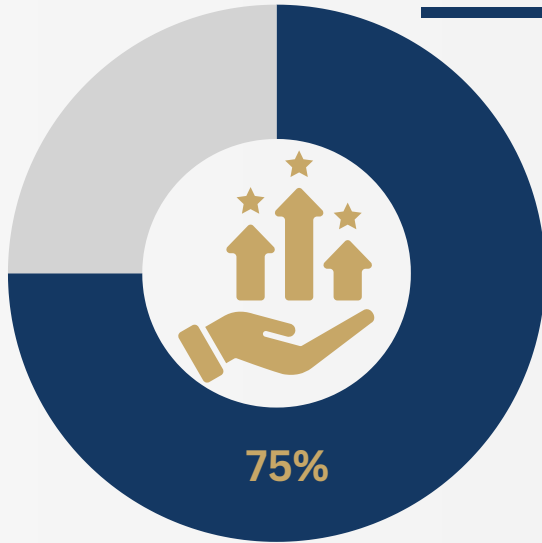


71 equivalent number of training days

Participant Comments on Specialized Skills Developed

Participants reported gaining skills such as increased confidence, stronger self-awareness, and more open communication. They also noted growth in navigating career transitions, handling difficult conversations, and thinking more flexibly. Overall, these responses reflect improved adaptability and more intentional decision-making.

Impact on Capability



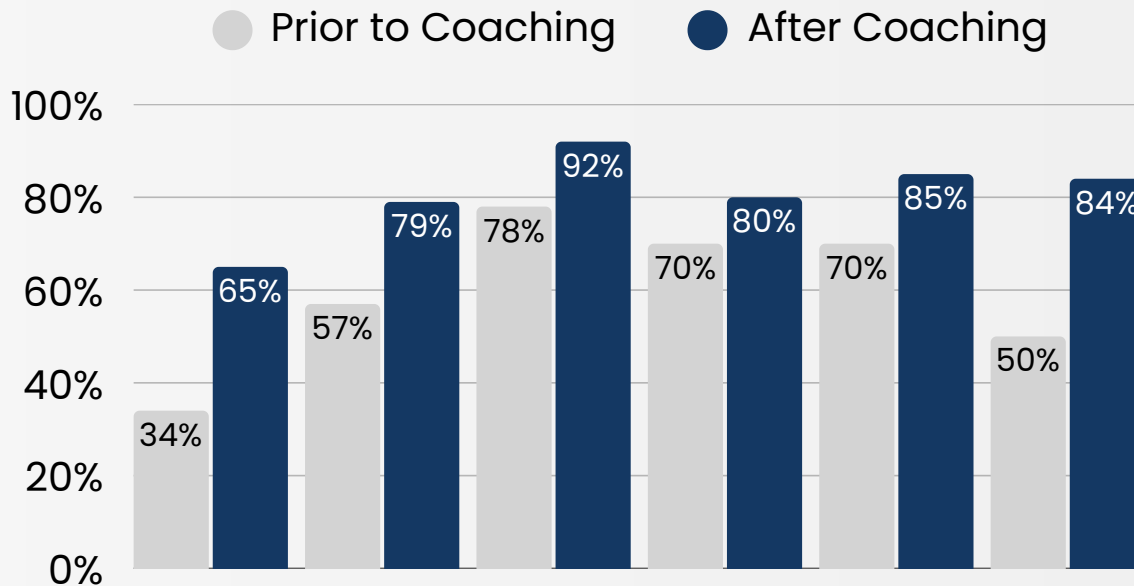
Average Financial Impact

\$4,200

Average ROI

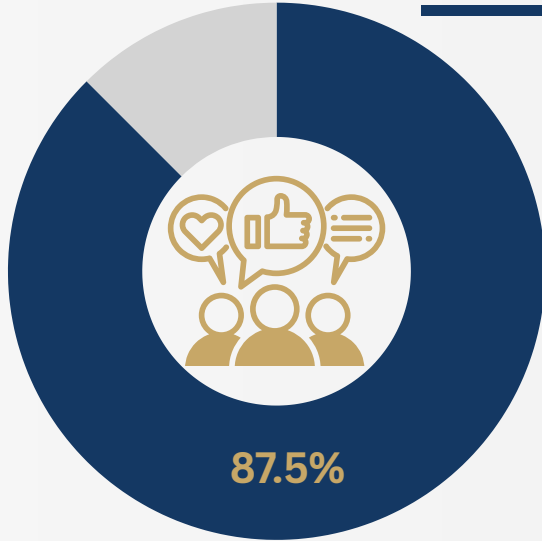
93%

Improved in Capability



Level of Capability Before and After Coaching

Impact on Engagement



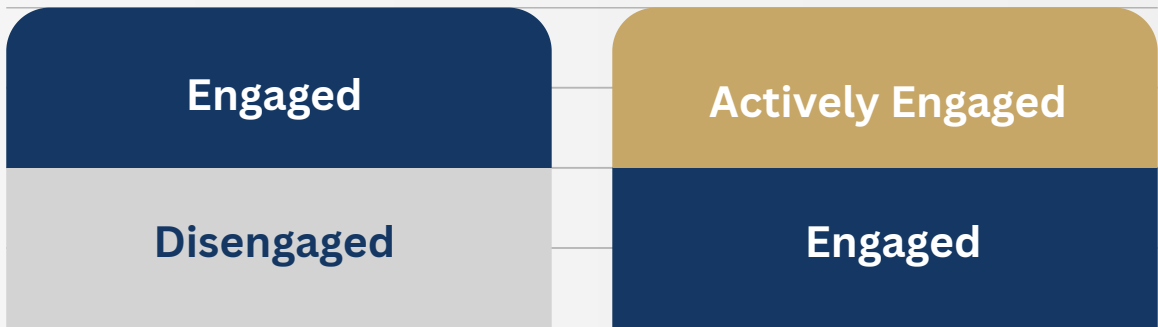
Increased their Engagement

Average Financial Impact

\$22,000

Average ROI

489%



Engagement Prior to Coaching

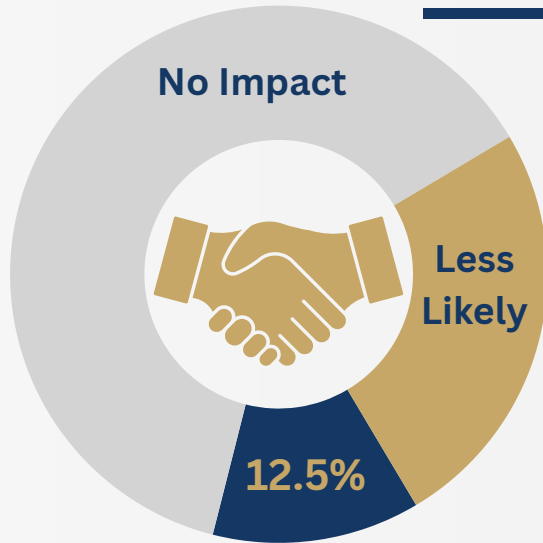
Engagement After Coaching

15



others more engaged due to changes made

Impact on Retention



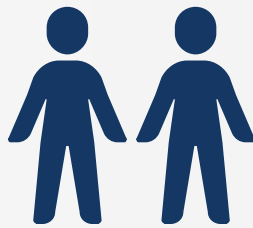
Average Financial Impact

-\$1400

Average ROI

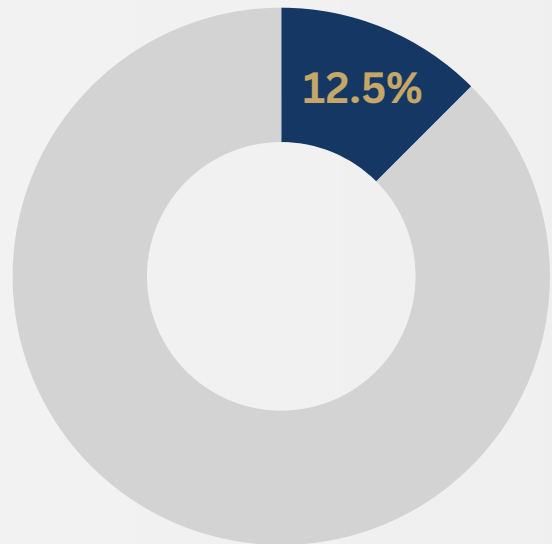
-31%

More Likely to Stay



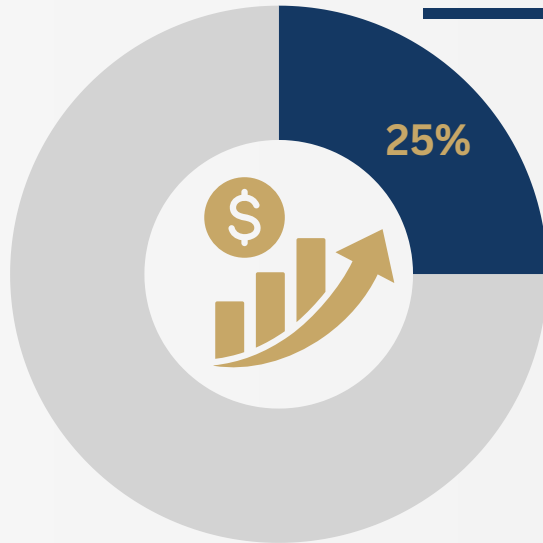
valued employees retained

2

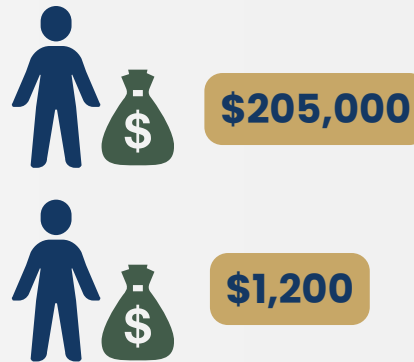


Retained Top Talent

Impact on Revenue / Funding



2 Participants reported impact



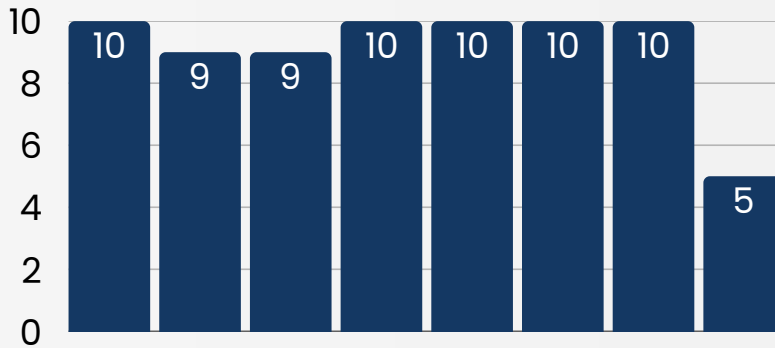
Reported Impact on Revenue/Funding

Participant Narratives on Revenue/Funding Created

Working in sales requires resilience, strategic thinking, and openness to criticism even when it's hard to process - all areas that this Moxie cohort supported.



Additional Questions



Average Score

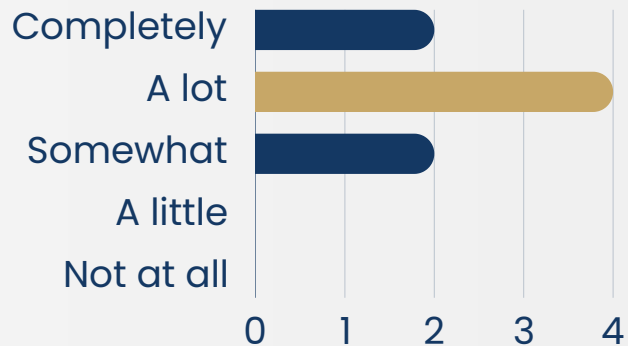
9.125

On a scale of 1-10 how likely are you to recommend the Hello Moxie cohort to a friend or colleague?

Since joining this cohort, which of the following have you experienced?

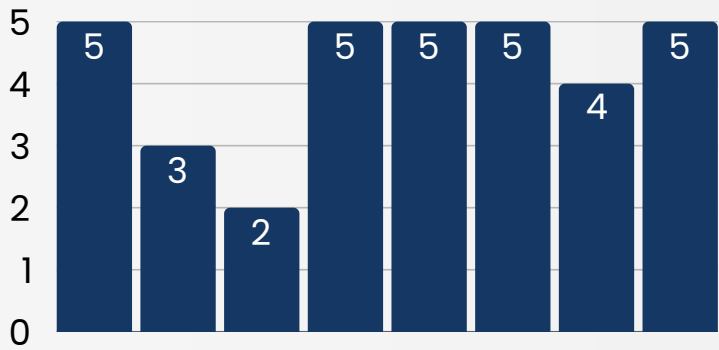
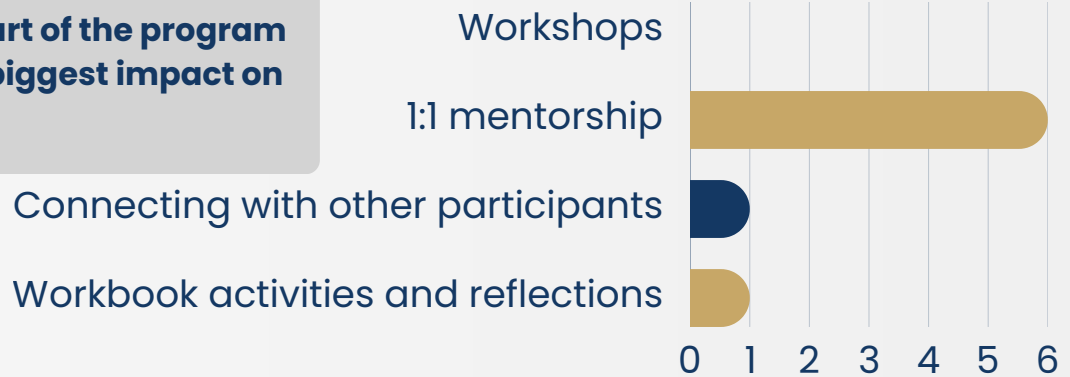


How much did this program contribute to these outcomes?





Which part of the program had the biggest impact on you?



Average Score

4.25

On a scale of 1–5, how well did your mentor’s background and experience connect to the challenges you were navigating?



Since working with your mentor, have you taken any actions at work you might not have otherwise?

[Had] hard conversations.

I have had a couple of hard conversations with colleagues and set boundaries that I normally would have just suffered through. I also followed through on a lot more of my plans personally and have been actively networking and working on my social skills to build better relationships.

[My mentor] really encouraged me to put myself out there for work... I absolutely hate talking about work publicly and she brought me to a good place with that.

I have had a couple of hard conversations with colleagues and set boundaries that I normally would have just suffered through. I also followed through on a lot more of my plans personally and have been actively networking and working on my social skills to build better relationships.

I am more mindful of the commitments I make & keeping my word; working toward a goal.

Had some deep conversations that were very reflective and eye-opening.

I've become more comfortable setting clearer boundaries, even when they feel uncomfortable. I'm addressing things earlier and more openly instead of avoiding them or over-accommodating.

I've had many a hard conversations, I've defined what my north star is, my guardrails for future jobs, and what I want out of my career moving forward.

Quit [my job]



If you could redesign the mentor relationship for future cohorts, what's one thing you'd change?

Nothing I can think of.

When pairing mentors and mentees, try to have them in closer time zones. Especially if someone is working a day job and is in the cohort, it can be very hard to be motivated for a 1:1 meeting really early in the morning or late at night for both parties involved.

I really loved to mix it up! I'd actually love those as often as meeting with my mentor once a month, but I know that's logistically challenging.

The 1:1 mentorship feels a bit disconnected from the rest of the program. I also think developing some sort of onboarding with your mentor & setting smart goals would be beneficial. The first mentor session felt a little awkward like we weren't sure where to start. I also think establishing some sort of bi-weekly check-in with mentors would be helpful. Depending on the mentor, check-ins look different.

Not a thing that I can think of now!

I wouldn't change a single thing.

I can't think of anything - it worked well for my busy schedule!

Nothing.



How would you describe the Hello Moxie workshops on The Moxie Method™ in one sentence?

[This program was] empowering, not only professionally but mainly personally

The [workshops] served as a great jumping-off point for a lot of reflection and self-work.

A system to help gain confidence, work better, and be in touch with oneself.

Easy to digest, very thoughtfully delivered.

A process that gently (and sometimes uncomfortably) challenges you/me to unlearn who you thought you were and start discovering who you actually are.

A genuinely transformative experience that helped me better understand myself and show up more confidently and intentionally in my work and personal life.

Fun! Engaging!

Structured.



What's one thing you learned about yourself through The Moxie Method™ that you didn't expect?

I learned that I'm the only one who can stand in my way. Fear is natural and is all about how I decide to handle it, and learn from it instead of allowing it to cripple me.

That I am brave enough to make big changes to my life and that I am more than capable of making pivots if needed.

That I'm empathetic ha! That trait really did surprise me because I don't find myself to be empathetic.

Learning my strengths was really eye opening and confirming for me.

That my true skills are not something I use on a daily basis in my personal or professional life and I want that to change.

I've learned that I don't need to shrink or over-accommodate to be effective. I can be both supportive and direct.

I learned how to find my spark and to use my voice to speak what I want into existence.

I can handle things.



How has this program helped you grow as a leader?

[This program helped me] to take criticism from my mentor as well as at work, [and] has pushed me to become better at certain things that I was not paying attention to before.

I think I was able to tap into my leadership skills in a more empathetic and fulfilling way as I progressed through the Moxie Method. Seeing other women who had the same struggles as me, and wanted to embrace a different way, was very empowering.

It's made me more confident, that's for sure. I don't know if I've exactly grown as a leader, per se, but I feel more confident in putting myself out there.

It helped me focus on showing up in a way that's authentic to me - leading with strengths. Recognizing where I could adjust to communicate/connect better with others. Owning my uniqueness while also seeing where improvements are.

The program has helped me by shifting how I show up. From focusing on execution to taking more ownership of direction, alignment, outcomes. I'm more confident in speaking up, asking better questions, and contributing to decisions that impact the team rather than just supporting them.

It's helped me figure out what I want next. And what I don't want. And how to navigate having hard conversations.

It helped me become calm and grounded.



What goals or actions are you planning to take next because of this experience?

I'd like to continue my professional development, ... I want to be the best. I'd like to search for a mentor who is in the same field and who can help me take my career to the next level.

Still planning to stay active on LinkedIn! That's the biggest one. I also plan to take a day every week to "play" - ex, try new things, take a break, etc.

I've really leaned into spending time doing nothing for the sake of my mental health and overall clarity. Also, getting back into journaling.

Keep building on my ability to trust my instincts, communicate more directly, and show up with confidence in situations where I would have previously held back.

Being very mindful and assertive about what I want next in my career.



Is there anything about your Hello Moxie experience that we haven't asked about yet – something you're still thinking about, something that surprised you, or something you'd want the next cohort to know? If so, what?

Nothing I can think of at the moment.

My advice to the next cohort: you get out what you put in. Make connections beyond your courage companion, and build those relationships. It is the one thing I did not do well, and I wish I had engaged more outside of workshops as the cohort went on.

I can't think of anything off the top of my head!

I can't think of anything else!

Definitely an eye-opening experience for me - a lot of internal reflection and work.

One thing I'd share with the next cohort is that the value comes from being completely honest with yourself and actually applying what you're learning in real situations. The more you lean into that, the more you'll get out of it.

Thinking about how to better position myself as a leader and feel more confident in my expertise.

It is an important job to connect women in tech and let them shine.



How to Interpret Overall ROI

The basic formula for ROI is straightforward: $\text{ROI \%} = (\text{Net Program Impact} \div \text{Net Program Costs}) \times 100$

The number shown above represents the total estimated impact across all measured dimensions, divided by the total program costs we captured, including the time investment of those involved.

We report this result in two equivalent ways:

- ROI (%), which reflects the percentage return relative to program cost
- Value generated per \$1 invested, which expresses the same result in more intuitive terms

High ROI results are not uncommon when relatively low-cost interventions lead to improvements in outcomes that affect productivity, engagement, or retention. If the result shown here seems higher than expected, it's likely because:

1. The activity influenced many domains of impact.
2. The benefits of the activity extended beyond the direct participant, influencing others in the organization (for example through improvements in resilience, engagement, and/or retention).
3. Participants hold relatively high-value roles, meaning that changes in their behavior or effectiveness translate into substantial financial impact.
4. The impacts across the domains measured were reported as largely independent rather than overlapping.



FAQs

Why these dimensions?

The dimensions reported here were selected based on three criteria: relevance, research support, and distinct contribution to impact. They reflect outcomes that participants most frequently report when describing how organizational and talent development programs affect them. In addition, these outcomes have been extensively studied, allowing us to draw on credible research linking changes in these areas to measurable financial value. Each dimension also represents a distinct aspect of impact, allowing us to see how different types of growth contribute to the overall ROI reported here.

How do you convert reported impact into financial value?

Reported changes across each domain are translated into estimated financial impact using a research-informed methodology. Participants first indicate the degree to which the development activity affected different outcomes (such as communication, engagement, efficiency, or retention), and in many cases provide a retrospective pre/post estimate of change.

We then convert these reported changes into financial estimates using one of three approaches, depending on the domain being measured: Utility Analysis, Relative Value, or Direct Estimation. Utility Analysis—an established method in industrial/organizational psychology—estimates the economic value of improvements in job-relevant capabilities by linking them to changes in productivity. Relative Value compares the impact of an improvement to known organizational costs or alternatives (such as the avoided cost of employee turnover). Direct Estimation is used only for domains where impacts translate directly to financial outcomes, such as Business Revenue.

Together, these approaches allow the estimator to translate improvements in leadership and organizational capabilities into conservative, research-informed estimates of financial value.



How do you prevent double-counting impacts across domains?

Some outcomes measured in the ROI Estimator are naturally related. For example, improvements in engagement often go hand-in-hand with improvements in retention. To avoid double-counting these connected effects, the model accounts for overlap across outcome areas. These adjustments are based on established research that identifies typical levels of overlap between related outcomes. A portion of the impact in each area is adjusted accordingly, helping ensure that shared effects are only counted once. This approach allows the model to reflect real-world connections between outcomes while keeping the overall results accurate and grounded.

Why doesn't the ROI Estimator use traditional pre- and post-measures?

While traditional pre/post comparisons may appear more rigorous, research shows that retrospective assessments of change—collected at the end of a development experience—often produce more accurate data than separate “before” and “after” self-ratings. One reason is that participants typically begin a development experience without a full understanding of the skills or capabilities being assessed. When we don't yet know what we don't know, early self-assessments are based on an incomplete frame of reference, which can lead to inaccurate baseline ratings. As participants gain insight during the experience, their understanding of the skill being measured often shifts as well.

Retrospective assessments address this issue by asking participants to evaluate both their “before” and “now” levels of effectiveness from the same informed perspective. Research has shown that this approach can produce more valid estimates of change and reduce certain forms of response bias compared with traditional pre/post self-reports. For this reason, the ROI Estimator uses a single reflective survey to capture perceived changes across relevant domains. In the 360° version of the survey, stakeholder perspectives are also collected and averaged alongside participant responses to provide an additional lens on observed change.



What does “Overall Capability” measure, and how does it relate to the other ROI dimensions?

Overall Capability reflects how effectively a participant takes responsibility for their role and delivers results the organization can rely on. Because Overall Capability reflects the combined effects of many underlying drivers of performance, it naturally overlaps with the more specific domains measured in the estimator. To prevent this overlap from inflating results, participants are asked to estimate how much of the improvement in their Overall Capability is already reflected in other domains. This estimated overlap is removed when calculating Overall ROI, helping ensure that improvements are not counted more than once.

It is also important to note that Overall Capability alone typically underestimates the total value created by development activities. Leaders influence outcomes not only through their own performance, but also through their decisions, relationships, and the performance of the teams they lead—effects that often cascade across the organization

Why is Revenue/Funding rarely applicable, and why don’t you report it in overall ROI?

Revenue/Funding measures direct contributions to revenue, such as closing deals, generating new business, or creating revenue-producing products or services. It is rarely applicable because most leaders are at least one step removed from direct revenue generation. When it does apply, the financial impact associated with Revenue/Funding can be substantially larger than impacts in other domains. To prevent this single category from overwhelming the overall results, Business Revenue is reported separately rather than included in the Overall ROI calculation.



Does the ROI Estimator capture supervisor or stakeholder input, or is it self-report only?

The version of the ROI Estimator used in this report is self-report only, as it is based solely on the leader's reflections on the impact that coaching had on them. We recognize that this introduces some bias toward self-perception, which is why we've been developing a full 360 version of the tool. Scheduled for public release in Q1 2026, our ROI 360 will provide a more comprehensive view of coaching impact by capturing input from supervisors and other stakeholders alongside the leader's self-assessment. While the 360 version will provide a more well-rounded view of impact, increase organizational confidence in ROI results, and even highlight impacts the leader can't see, it will require additional time and stakeholder engagement.

Can we customize the ROI Estimator to capture other metrics or use it for additional activities?

Yes. The ROI Estimator can be fully customized to reflect your company's priorities, language, and success metrics. Many organizations adapt the tool to:

- Capture additional dimensions of impact,
- Align it with internal leadership models,
- Support program evaluation, and
- Integrate it into broader talent and development initiatives, including Leadership Development Programs, Mentoring Programs, and even Communities of Practice.

To explore your unique needs, contact us at
ROI@roiestimator.com