**COACHING ON THE RISE -**

**NEARLY 40% OF MILLENNIALS NOW COACHED DURING WORK HOURS**

Research conducted for the Sky Betting and Gaming Workstyles 2019 report\*, indicates that there has been gradual growth in those receiving coaching at work, with 33% of Baby Boomers (age 54-72) saying they’ve been coached during working hours, 37% of Generation X (38-53)and 38% of Millennials (18-37).

Regionally, the North has a strong coaching agenda, with 35% of people across all generations living here having received some form of coaching, 3% more than London at 32%. The most coached area is the South, at 43%.

Catherine Boddington, Head of Talent and Organisational Development at Sky Betting and Gaming, co-founded the Northern Coaching Network earlier this year, alongside Suzanna Prout, MD of Xenonex and the BBC, Morrisons, Direct Line, Skipton Building Society, Yorkshire Building Society, Leeds Beckett University and Chatter Communications.

It’s aim is to futher accelerate the coaching agenda in the North to unlock potential, drawing on leaders currently practising within some of the region’s top companies. The network is an opportunity to discuss, solve problems and share best practice in developing and embedding coaching cultures across diverse businesses with differing needs.

Catherine said. “‘I’ve seen the transformation coaching can have on people and the businesses they work in. We have a great opportunity in the North to develop the productivity of our region by coaching our people every day. We know that coaching helps people solve their own problems and feel an ownership for the solution they have come up with. This active way of learning and working is increasingly important in an agile, fast paced and competitive marketplace.”

The next full-day event from the Northern Coaching Network takes place on 31st January from 9am at Sky Betting & Gaming in Leeds, with speakers including the BBC’s Output & Global Development Editor, Gary Keown and Marie Mohan, CEO of Common Purpose.

For full event information, please visit https://bit.ly/2SVP7PE

**Further Data Points**

Data breaks / splits by region, age, marital status, gender and generation. If you’d like more figures for specific pieces, please ask.

**\*Research Methodology**

In October 2018, fieldwork was conducted by YouGov into attitudes between generations on each of the categories above for four generations - Millennials (18-37), Generation X (38-53), Baby Boomers (54-72) and the Silent Generation (73-93). 2,000 GB nat rep adults were surveyed with key demographics of gender, age, region, social grade, marital status, working status, the number of children in household, government region and social media usage available. The youngest respondent was 18, the eldest 93.

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**About Sky Betting & Gaming, part of The Stars Group**

Sky Betting & Gaming is a leading mobile-led online betting and gaming operator with five major online products; Sky Vegas, Sky Casino, Sky Poker, Sky Bingo, and Britain’s most popular sportsbook, Sky Bet, as well as leading sports affiliate Oddschecker. In July 2018, The Stars Group acquired Sky Betting & Gaming for £3.4bn, creating one of the world’s largest publicly listed online betting and gaming companies, uniting two iconic brand portfolios with strong technology platforms and teams. Sky Betting & Gaming has a presence in Leeds, Sheffield, London, Malta and Munich.