Nations Hotel Corporation

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[Institutional Affiliation(s)]

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**Answer 1**

 The coaching program has used a combination of estimation and questionnaires to gather data. Estimation is an easy technique of data collection which can be applied by managers working for long in the organization. All the procedures undertaken involve people from within the organization. The estimates were based on questionnaires developed by the management. The weakness of this approach is that there is a possibility of bias in data collection. People filling up the questionnaires were biased because they were filling up questionnaires relevant to their job satisfaction and relevance. Based on these responses, it is not possible to develop an appropriate action plan. Human interaction would also mean that there will be more errors of judgment.

**Answer 2**

A much better approach to isolate the impact of the coaching program would be to make two groups of employees. One will be a control group which will not be given any coaching. The experiment group will be given coaching with this method. Statistical tests will be applied to see if there is a significant difference between the two groups. This will give us some reliable insights to see if their program was able to improve the performance of employees. Care has to be taken when choosing the samples for control and experiment groups. Initially, the average score of performance for the two groups should be the same.

**Answer 3**

The data collection method employed is the weakest because it is based on estimates. The data will lack the reliability aspect because of personal bias. A proper sampling technique should be applied to get the data from various employees and then, a relevant coaching technique should be applied. This will also improve the return on investment for the particular method of coaching. Using estimates will also mean that there will be no support for the figures in past research.