**60 percent of external coach practitioners** identify their clients as business owners or entrepreneurs

**94 percent of external coach practitioners** offer one or more services in addition to coaching

**17 percent**
of the external coach practitioner’s week is spent developing their coaching business

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The 2016 ICF Global Coaching Study is the third such industry research project commissioned by the International Coach Federation (ICF) to provide an up-to-date picture of the coaching profession worldwide.

The study was conducted by PricewaterhouseCoopers LLP with a six-month survey period that began in July 2015. Available in nine languages, the survey was completed by 15,380 respondents from 137 countries, making it ICF’s most extensive industry research project to date.

When asked to identify the positions held by all their clients, 64% of external coach practitioners said they coach executives while 60% said they coach business owners or entrepreneurs.

External coach practitioners are also entrepreneurial in their own careers, looking for ways to expand their businesses and seeing great opportunity for their practices in the coming year. Ninety-four percent of external coach practitioners offer additional services in addition to coaching within their professional practice; consulting (63%), training (61%) and facilitating (53%) being the most prevalent as reported by respondents. External coach practitioners devote 17% percent of their week to business development. More than three quarters (78%) expect growth in revenue over the next 12 months.