



# 2016 ICF Global Coaching Study

SLIDE DECK NOTES

**Slide 1** NO NOTES

**Slide 2 Study Details and Key Findings:** This presentation summarizes key findings from the *2016 ICF Global Coaching Study*, with a focus on data collected from respondents in [YOUR AREA]. This study was commissioned in 2015 by the International Coach Federation and undertaken by PricewaterhouseCoopers LLP.

**Slide 3** NO NOTES

**Slide 4 Goals:** The *2016 ICF Global Coaching Study* represents the third iteration of ICF's research on the size and scope of the coaching profession. Since the publication of the benchmarking and follow-up studies in 2007 and 2012, respectively, the coaching profession has continued to evolve. Moreover, as a growing number of individuals and organizations have adopted coaching, the use of coaching skills and approaches has extended beyond professionally trained coach practitioners to include managers, leaders, and human resources and talent development professionals who apply these competencies in their daily workplace interactions.

**Slide 5 Survey Process:** The survey for the *2016 ICF Global Coaching Study* was launched online in July 2015. ICF and PwC adopted multiple strategies to encourage the widest possible participation.

**Slide 6 Survey Outcomes:** Efforts to maximize participation in the study proved very successful. With 15,380 valid responses from 137 countries, this represents ICF's largest study of the profession to date. More than 9,500 ICF Members and 5,800 non-members completed the survey.

**Slide 7 Global Reach:** Forty countries achieved 100-plus survey responses each, qualifying leaders of their ICF Chapters to receive access to customized survey data presented via an online data reporting platform. Also crossing the 100-plus response threshold were:

- 18 U.S. states
- Four Canadian provinces
- Two regions in the United Kingdom
- Three Australian territories

**Slide 8** NO NOTES

**Slide 9 The Coaching Continuum:** In 2012, respondents were included in or excluded from the survey based on their response to the following question: "Are you a professional coach?" The intervening years have seen a growing number of individuals and organizations apply coaching approaches and skills outside the context of traditional coaching engagements. As such, this binary is no longer sufficient. This is why, for the 2016 study, respondents were asked a follow-up question where they selected which of the following best describes what they primarily do:

- External coach practitioner
- Internal coach practitioner
- Both an external coach practitioner and an internal coach practitioner
- No longer coaching at this time and do not plan to coach in the future
- A human resources/talent development manager/director who uses coaching skills
- A manager/leader who uses coaching skills
- None of the above

Respondents answering "none of the above" were screened out; all others were broadly classified into two categories: coach practitioners and managers/leaders using coaching skills. Both groups reside along the coaching continuum, which accounts for the wide range of modalities in which coaching approaches and competencies may be applied.

**Slide 10 Age and Gender:** Gold = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 11 Formal Education:** Gold = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 12 Years of Coaching Experience:** Gold = Local Data, Blue = Global Data, This slide ONLY shows data for coach practitioners.

**Slide 13 Coaching Specialty:** Gold = Local Data, Blue = Global Data, This slide ONLY shows data for coach practitioners.

**Slide 14 View of Coaching:** Gold = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 15 Importance of Credential:** Gold = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 16** NO NOTES

**Slide 17 Key Statistics:** Global: Currently, there is not an accepted, globally inclusive list of individuals on the coaching continuum. Consequently, it was necessary to estimate the number of coaches, both globally and by region, using a combination of known total ICF membership numbers combined with estimated membership numbers of other organizations and survey responses, based on a membership ratio method. Using this method, it was estimated that there are approximately 53,300 coach practitioners and 10,900 managers/leaders using coaching skills worldwide. The estimate for managers/leaders using coaching skills should be viewed as strictly indicative and subject to a higher level of uncertainty than the figures for coach practitioners. When asked about their current level of coaching activity, 90% of coach practitioners indicated they have active clients at this time. This distinction is important because only active coaches were allowed to provide statistics on annual revenues, fees per 1-hour session, hours worked and number of clients. Total revenue from coaching is derived by multiplying the number of coaches with active clients by the average annual revenues they generate from coaching. Therefore, at this time, coaches are generating approximately \$2.35 billion USD in annual revenue.

The membership and credentialing data quoted here includes both coach practitioners and managers/leaders using coaching skills.

**Slide 18** NO NOTES

**Slide 19** NO NOTES

**Slide 20 View on Regulation:** Pie chart = local data, Global Benchmark at right = global data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 21 Method of Regulation:** Gray and Green = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 22 Obstacles for the Profession:** Orange = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 23 Opportunities for the Profession:** Green = local data, Blue = global data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 24 The Final Report:** This presentation has summarized key findings for Asia from the *2016 ICF Global Coaching Study*. Detailed global analysis and statistics can be obtained from the final report, which is available for purchase at [Coachfederation.org/2016study](http://Coachfederation.org/2016study). At that same landing page, you'll find a free executive summary of the 2016 study, as well as infographics highlighting key statistics and storylines emerging from this study.

**Slide 25** NO NOTES