Study Details and Key Findings

Eastern Europe
The Project
Goals

• Build on earlier industry research efforts (2012 and 2007)
• Determine the size and scope of the coaching profession
• Collect insights from growing population of managers/leaders using coaching skills
Survey Process

• Six-month survey period beginning in July 2015
• Available in nine languages
• Designed to be completed using a range of mobile devices
• Promoted through an intensive email and social media campaign
Survey Outcomes

- 15,380 valid survey responses
- 137 countries
- 40 countries with 100-plus survey responses each
Main Findings

The Coaching Continuum

2016 ICF Global Coaching Study
The Coaching Continuum

• 2012 study classified coaches based on self-identification as a professional coach (Y/N)
• Coaching continuum accounts for a wider range of modalities in which coaching approaches and competencies may be applied
  – One end: Managers/leaders who apply coaching skills and approaches in the workplace
  – Other end: Trained, professional coach practitioners
Age and Gender

To which of these age groups and genders do you belong?

Global data

- 25 years and under: 28.5%
- 26 to 30 years: 33.0%
- 31 to 34 years: 71.5%
- 35 to 38 years: 67.0%
- 40 to 44 years: 17.1%
- 45 to 49 years: 17.2%
- 50 to 54 years: 10.5%
- 55 to 50 years: 10.5%
- 60 to 64 years: 4.4%
- 65 years and over: 2.8%

Respondent Base: 1172

2016 ICF Global Coaching Study
Formal Education

What is the highest level of formal education that you have?

- Primary Level (education prior to university): 2.4% (8.9%)
- Secondary Level (bachelor's degree): 26.4% (30.5%)
- Third Level (master's, doctoral degree): 71.2% (62.8%)

Respondent Base: 1172
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 12.8%
- 1 to 2 years: 14.8%
- 3 to 4 years: 27.7%
- 5 to 10 years: 30.4%
- More than 10 years: 26.9%

Respondent Base: 885
Coaching Specialty

Please indicate which of the following coaching areas you regard as your main area of coaching:

- Business/Organizations: 23.1%
- Life Vision & Enhancement: 16.4%
- Leadership: 26.1%
- Executive: 17.8%
- Career: 11.2%
- Small business: 3.5%
- Relationships (Singles, Couples, Families): 3.2%
- Spirituality: 1.0%
- Health and Wellness: 4.4%
- Children/Teens: 0.4%
- Cross-cultural: 0.7%
- Addiction and Recovery: 0.2%
- Retirement: 0.3%
- Other (please specify): 2.3%
- No specialty: 6.4%

Respondent Base: 877

2016 ICF Global Coaching Study
View of Coaching

"I view coaching as..."

- 61.4% view coaching as a profession
- 34.7% view coaching as a skill-set
- 3.8% view coaching as an industry

Global data: ON

2016 ICF Global Coaching Study
Importance of the Credential

To what extent do you agree or disagree that the people and organizations who receive/use coaching expect their coaches to be certified/credentialed?

- Strongly agree: 39.2%
- Somewhat agree: 41.6%
- Neither agree nor disagree: 13.4%
- Somewhat disagree: 4.9%
- Strongly disagree: 0.9%

Respondent Base: 1172

2016 ICF Global Coaching Study
Main Findings

Size of the Profession

2016 ICF Global Coaching Study
Key Statistics—Global

**Global**

- **Total revenue (US$)**
  - $2.35 Billion

- **Memberships**
  - ICF: 63%
  - Other: 23%
  - None: 25%

- **Coach practitioners**
  - 53,300

- **Managers/Leaders using coaching skills**
  - 10,900

- **All coaching modalities**
  - 64,100

- **Average annual revenue (US$)**
  - $51,000

- **Average fee per 1 hour coaching session (US$)**
  - $231

- **Average number of active clients**
  - 11.0

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2016 ICF Global Coaching Study
Key Statistics – Eastern Europe

**Eastern Europe**

Total revenue (US$) $70 Million

- Coach practitioners: 4,500
- Managers/Leaders using coaching skills: 1,500
- All coaching modalities: 6,000

Average annual revenue (US$) $18,400

Average fee per 1 hour coaching session (US$) $139

Memberships
- ICF: 50%
- Other: 23%
- None: 36%

Credentials
- ICF: 51%
- Other: 28%
- None: 27%

Average number of active clients 7.9

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2016 ICF Global Coaching Study
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

- Yes: 63.2%
- Unsure: 23.4%
- No: 13.4%

Global Benchmark:
- Yes: 52.3%
- Unsure: 25.4%
- No: 22.3%

Respondent Base: 1101
Method of Regulation

Who would be best to regulate the coaching industry?

- **Government entities**
  - Unsure: 21.8%
  - Yes: 26.8%

- **Individual coach practitioners**
  - Unsure: 21.8%
  - Yes: 26.8%

- **Professional coaching associations**
  - Unsure: 21.8%
  - Yes: 56.7%

Respondent Base: 953
Obstacles for the Profession

What do you believe to be the biggest obstacle for coaching over the next 12 months?

- Untrained individuals called coaches: 44.3%
- Marketplace confusion re: coaching benefits: 26.2%
- Coaching market saturation: 28.8%
- Coaches under-pricing their services: 9.0%
- Increased demand for competing services: 6.5%
- Over regulation of coaching: 4.7%
- Other: 4.1%

Respondent Base: 1093

2016 ICF Global Coaching Study
Opportunities for the Profession

What do you believe to be the biggest opportunity for coaching over the next 12 months?

- Increased awareness-Benefits of coaching: 41.0% (37.6%)
- Credible data - ROI/ROE from coaching: 16.7% (27.2%)
- Improved general perception of coaching: 16.1% (14.3%)
- Increased demand for coaching: 13.2% (11.4%)
- Positive portrayal of coaching in media: 11.6% (6.3%)
- Other: 1.4% (2.9%)

Respondent Base: 1093
Final Report

- The Coaching Continuum
- Training and Credentialing
- The Client
- Interaction Between the Coach and Client
- The Size and Scope of the Profession
- Summary Business Indicators
- Key Issues and Future Trends
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