Study Details and Key Findings

Asia
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
Global Reach

- Fewer than 50 returns (89 countries)
- 50–99 returns (8 countries)
- 100+ returns (40 countries)
Main Findings

The Coaching Continuum
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?

- 25 years and under: 0.6%
- 26 to 30 years: 3.3%
- 31 to 34 years: 4.6%
- 35 to 39 years: 14.0%
- 40 to 44 years: 17.2%
- 45 to 49 years: 17.2%
- 50 to 54 years: 13.5%
- 55 to 59 years: 15.1%
- 60 to 64 years: 10.4%
- 65 years and over: 3.8%

47.9%
33.0%
52.1%
67.0%

Respondent Base: 1702

2016 ICF Global Coaching Study
Formal Education

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

- Primary Level (education prior to university): 8.1%
- Secondary Level (bachelor's degree): 33.3%
- Third Level (master's, doctoral degree): 80.7%

Respondent Base: 1702

2016 ICF Global Coaching Study
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 3.5% (11.5%)
- 1 to 2 years: 14.9% (17.8%)
- 3 to 4 years: 19.4% (22.6%)
- 5 to 10 years: 30.4% (29.9%)
- More than 10 years: 28.9%

Respondent Base: 1249
Coaching Specialty

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

- Leadership: 26.7%
- Executive: 17.0%
- Business/Organizations: 17.0%
- Life Vision & Enhancement: 16.4%
- Career: 13.4%
- Relationships (Singles, Couples, Families): 12.7%
- Small business: 7.3%
- Children/Teens: 6.2%
- Health and Wellness: 4.4%
- Spirituality: 2.1%
- Cross-cultural: 1.3%
- Retirement: 0.8%
- Addiction and Recovery: 0.3%
- Other (please specify): 6.4%
- No speciality: 2.0%

Respondent Base: 1242

2016 ICF Global Coaching Study
View of Coaching

"I view coaching as..."

- a profession: 47.4% (84.6%)
- a skill-set: 30.1% (41.1%)
- an industry: 5.3% (11.5%)

Respondent Base: 1702

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?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>50.1%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>35.2%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>9.3%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>4.4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Respondent Base: 1702
Main Findings

Size of the Profession
## Key Statistics—Global

### Global

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

### Coach practitioners

- **53,300**

### Managers/Leaders using coaching skills

- **64,100**
- **10,900**

### Average annual revenue (US$)

- **$51,000**

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

- **$231**

### Average number of active clients

- **11.0**

### Memberships

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

### Credentials

- **ICF**: 48%
- **Other**: 26%
- **None**: 33%
Key Statistics—Asia

Asia

Total revenue (US$)

$113 Million

Memberships

ICF 63%
Other 20%
None 26%

Coach practitioners

3,700

Managers/Leaders using coaching skills

1,500

All coaching modalities

5,200

Average annual revenue

(US$)

$37,800

Average fee per 1 hour coaching session (US$)

$232

Average number of active clients

9.8

ICF Global Coaching Study
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

- Yes: 55.0%
- Unsure: 22.7%
- No: 22.2%

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

Respondent Base: 1606
Method of Regulation

Who would be best to regulate the coaching industry?

- Government entities
  - Unsure: 23.9%
  - Yes: 26.8%

- Individual coach practitioners
  - Unsure: 23.9%
  - Yes: 53.9%

- Professional coaching associations
  - Unsure: 23.9%
  - Yes: 56.7%

Respondent Base: 1249

ICF

2016 ICF Global Coaching Study
Obstacles for the Profession

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

- Untrained individuals called coaches: 41.6% (44.3%)
- Marketplace confusion re: coaching benefits: 29.9% (38.7%)
- Coaches under-pricing their services: 5.9% (4.7%)
- Increased demand for competing services: 4.7% (3.4%)
- Coaching market saturation: 4.5% (9.8%)
- Over regulation of coaching: 1.8% (3.0%)
- Other: 5.0% (8.0%)

Respondent Base: 1605

2016 ICF Global Coaching Study

ICF
International Coach Federation
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: 37.3%
- Improved general perception of coaching: 22.6%
- Credible data - ROI/ROE from coaching: 17.5%
- Increased demand for coaching: 15.0%
- Positive portrayal of coaching in media: 8.2%
- Other: 1.4%

Respondent Base: 1604
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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