Study Details and Key Findings

Australia
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
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: 0.5%
- 20 to 30 years: 0.9%
- 31 to 34 years: 4.8%
- 35 to 39 years: 7.2%
- 40 to 44 years: 10.2%
- 45 to 49 years: 14.2%
- 50 to 54 years: 17.2%
- 55 to 59 years: 20.4%
- 60 to 64 years: 18.5%
- 65 years and over: 8.9%

32.7% Male
33.0% Female
67.3% Male
67.0% Female

Respondent Base: 568

2016 ICF Global Coaching Study
Formal Education

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

- Primary Level (education prior to university): 12.0% (6.3%)
- Secondary Level (bachelor's degree): 34.3% (30.5%)
- Third Level (master's, doctoral degree): 63.7% (62.8%)

Respondent Base: 568
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 7.2%
- 1 to 2 years: 11.0%
- 3 to 4 years: 15.5%
- 5 to 10 years: 32.5%
- More than 10 years: 33.7%

Respondent Base: 498
Coaching Specialty

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

- Leadership: 33.0%
- Executive: 25.1%
- Business/Organizations: 18.2%
- Life Vision & Enhancement: 18.4%
- Small business: 6.5%
- Career: 6.3%
- Health and Wellness: 5.8%
- Spirituality: 1.0%
- Relationships (Singles, Couples, Family...): 1.0%
- Children/Teens: 0.8%
- Retirement: 0.4%
- Addiction and Recovery: 0.3%
- Cross-cultural: 0.2%
- Other (please specify): 0.4%
- No specialty: 0.1%

Respondent Base: 496
"I view coaching as..."

- A profession: 88.5%
- A skill-set: 30.1%
- A profession: 5.3%
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: 28.7% (38.5%)
- Somewhat agree: 41.2% (37.8%)
- Neither agree nor disagree: 15.5% (13.2%)
- Somewhat disagree: 10.8% (7.8%)
- Strongly disagree: 4.0% (2.7%)

Respondent Base: 568
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

64,100

**All coaching modalities**

**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 – Oceania

**Oceania**

- **Total revenue (US$)**: $154 Million
- **Memberships**
  - ICF: 63%
  - Other: 24%
  - None: 26%
- **Coach practitioners**: 2,400
- **Managers/Leaders using coaching skills**: 2,800
- **Average annual revenue (US$)**: $73,100
- **Average fee per 1 hour coaching session (US$)**: $294
- **Average number of active clients**: 13.3

*Estimates are shown to the nearest 100. Therefore, subtotals may not add to the total figures.*

2016 ICF Global Coaching Study
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

Global Benchmark

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

Respondent Base: 551

2016 ICF Global Coaching Study
Method of Regulation

Who would be best to regulate the coaching industry?

- Government entities
  - Unsure: 24.6%
  - Yes: 57.9%
  - Unsure: 26.8%
  - Yes: 56.7%

- Individual coach practitioners
  - Unsure: 9.2%
  - Yes: 57.9%

Respondent Base: 435
Obstacles for the Profession

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

- Untrained individuals called coaches: 37.4% (44.3%)
- Marketplace confusion re:coaching benefits: 30.1% (26.9%)
- Coaching market saturation: 12.2% (9.8%)
- Increased demand for competing services: 5.4% (3.4%)
- Coaches under-pricing their services: 3.8% (4.7%)
- Over regulation of coaching: 3.3% (3.0%)
- Other: 9.0% (6.0%)

Respondent Base: 551
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: 38.8%
- Credible data - ROI/ROE from coaching: 29.6%
- Improved general perception of coaching: 11.4%
- Increased demand for coaching: 9.3%
- Positive portrayal of coaching in media: 6.4%
- Other: 4.5%

Respondent Base: 551

2016 ICF Global Coaching Study
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
Contact ICF

ICF Headquarters
2365 Harrodsburg Road, Suite A325
Lexington, KY 40504 USA
+1.859.219.3580
icfheadquarters@coachfederation.org

Coachfederation.org/2016study