Study Details and Key Findings

Canada
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: 0.1% (Blue: 0.5%)
26 to 30 years: 0.9% (Orange: 2.2%)
31 to 34 years: 2.3% (Blue: 4.3%)
35 to 39 years: 5.0% (Orange: 10.2%)
40 to 44 years: 11.8% (Blue: 14.2%)
45 to 49 years: 15.7% (Orange: 17.2%)
50 to 54 years: 18.5% (Blue: 20.5%)
55 to 59 years: 15.1% (Orange: 15.4%)
60 to 64 years: 10.4% (Orange: 15.4%)
65 years and over: 7.1% (Orange: 6.9%)

Respondent Base: 1111

24.7% (Blue: 33.0%)
75.3% (Orange: 67.0%)
Formal Education

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

- **Primary Level (education prior to university)**: 10.8%
- **Secondary Level (bachelor's degree)**: 39.5%
- **Third Level (master's, doctoral degree)**: 49.9%

Respondent Base: 1111
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 7.7%
- 1 to 2 years: 13.9%
- 3 to 4 years: 18.8%
- 5 to 10 years: 30.4%
- More than 10 years: 29.8%

Respondent Base: 968
Coaching Specialty

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

- Leadership: 32.2%
- Executive: 25.1%
- Business/Organizations: 16.0%
- Life Vision & Enhancement: 16.0%
- Career: 13.6%
- Small business: 8.2%
- Health and Wellness: 6.6%
- Retirement: 6.6%
- Cross-cultural: 6.6%
- Spirituality: 6.6%
- Children/Teens: 6.6%
- Addiction and Recovery: 6.6%
- Other (please specify): 6.6%
- No specialty: 2.0%

Respondent Base: 966
"I view coaching as..."

- A profession: 72.8%
- A skill-set: 23.6%
- An industry: 3.7%

Respondent Base: 1111
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: 38.0%
- Somewhat agree: 40.2%
- Neither agree nor disagree: 12.2%
- Somewhat disagree: 6.6%
- Strongly disagree: 2.8%

Respondent Base: 1111

ICF
International Coach Federation

2016 ICF Global Coaching Study
Main Findings

Size of the Profession
**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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**ICF Global Coaching Study**
Key Statistics—North America

**North America**

Total revenue (US$)

$956 Million

Memberships

- ICF: 68%
- Other: 18%
- None: 25%

Coach practitioners: 17,500

Managers/Leaders using coaching skills: 3,100

All coaching modalities: 20,600

Average annual revenue (US$)

$61,900

Average fee per 1 hour coaching session (US$)

$234

Average number of active clients

11.7

2016 ICF Global Coaching Study
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

- Yes: 56.5%
- Unsure: 24.8%
- No: 18.7%

Global Benchmark:
- Yes: 52.3%
- Unsure: 24.4%
- No: 22.3%

Respondent Base: 1057
Method of Regulation

Who would be best to regulate the coaching industry?

Government entities
- Unsure
- Yes

Individual coach practitioners
- Unsure
- Yes

Professional coaching associations
- Unsure: 25.0%
- Yes: 56.7%
- Unsure: 26.8%

Respondent Base: 859
Obstacles for the Profession

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

- Untrained individuals called coaches: 42.2% (44.3%)
- Marketplace confusion re: coaching benefits: 29.7% (28.9%)
- Coaching market saturation: 10.7% (9.8%)
- Coaches under-pricing their services: 3.4% (4.7%)
- Over regulation of coaching: 3.1% (3.0%)
- Increased demand for competing services: 2.2% (3.4%)
- Other: 8.7% (8.0%)

Respondent Base: 1057
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: 34.8%
- Credible data - ROI/ROE from coaching: 34.0%
- Improved general perception of coaching: 13.0%
- Increased demand for coaching: 7.6%
- Positive portrayal of coaching in media: 8.3%
- Other: 2.8%

Respondent Base: 1056
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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