Study Details and Key Findings

Latin America and the Caribbean
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

2016 ICF Global Coaching Study
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?

Respondent Base: 1648

- 25 years and under: 0.9% (M) 0.5% (F)
- 26 to 30 years: 4.1% (M) 2.3% (F)
- 31 to 34 years: 4.3% (M) 7.7% (F)
- 35 to 39 years: 10.2% (M) 13.8% (F)
- 40 to 44 years: 14.2% (M) 15.8% (F)
- 45 to 49 years: 16.3% (M) 17.2% (F)
- 50 to 54 years: 17.0% (M) 18.5% (F)
- 55 to 59 years: 12.7% (M) 15.1% (F)
- 60 to 64 years: 7.2% (M) 10.4% (F)
- 65 years and over: 4.8% (M) 8.9% (F)

40.5% (M) 33.0% (F)
59.5% (M) 67.0% (F)
Formal Education

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

- Primary Level (education prior to university): 3.1%
- Secondary Level (bachelor's degree): 30.5%
- Third Level (master's, doctoral degree): 62.6%

Respondent Base: 1648
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 11.3%
- 1 to 2 years: 20.4%
- 3 to 4 years: 21.9%
- 5 to 10 years: 30.4%
- More than 10 years: 28.0%

Respondent Base: 1351
Coaching Specialty

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

- Business/Organizations: 23.6%
- Executive: 21.4%
- Life Vision & Enhancement: 18.6%
- Leadership: 13.6%
- Career: 8.2%
- Relationships (Singles, Couples, Families): 6.0%
- Small Business: 3.3%
- Health and Wellness: 2.3%
- Children/Teens: 1.0%
- Spirituality: 1.0%
- Cross-cultural: 0.7%
- Addiction and Recovery: 0.3%
- Retirement: 0.3%
- Other (please specify): 6.4%
- No specialty: 7.0%

Respondent Base: 1346
View of Coaching

"I view coaching as..."

- 71.4% view coaching as a profession
- 24.8% view coaching as a skill-set
- 3.8% view coaching as an industry

Respondent Base: 1648
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: 59.4%
- Somewhat agree: 24.1%
- Neither agree nor disagree: 13.2%
- Somewhat disagree: 7.9%
- Strongly disagree: 2.7%

Respondent Base: 1648
Main Findings

Size of the Profession

2016 ICF Global Coaching Study
# Key Statistics—Global

**Global**

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total revenue (US$)</td>
<td>$2.35 Billion</td>
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<tr>
<td>Average annual revenue (US$)</td>
<td>$51,000</td>
</tr>
<tr>
<td>Average fee per 1 hour coaching session (US$)</td>
<td>$231</td>
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**Memberships**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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<tr>
<td>ICF</td>
<td>63%</td>
</tr>
<tr>
<td>Other</td>
<td>23%</td>
</tr>
<tr>
<td>None</td>
<td>25%</td>
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**Credentials**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>ICF</td>
<td>48%</td>
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<tr>
<td>Other</td>
<td>26%</td>
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<tr>
<td>None</td>
<td>33%</td>
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</table>

**Estimates**

- Coach practitioners: 53,300
- Managers/Leaders using coaching skills: 10,900
- All coaching modalities: 64,100

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

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*ICF: International Coach Federation*
# Key Statistics – Latin America and the Caribbean

## Latin America & the Caribbean

<table>
<thead>
<tr>
<th>Total revenue (US$)</th>
<th>$92 Million</th>
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## Memberships

<p>| | |</p>
<table>
<thead>
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<tr>
<td>ICF</td>
<td>53%</td>
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<tr>
<td>Other</td>
<td>25%</td>
</tr>
<tr>
<td>None</td>
<td>31%</td>
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</table>

## Credentials

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<tr>
<td>Other</td>
<td>30%</td>
</tr>
<tr>
<td>None</td>
<td>35%</td>
</tr>
</tbody>
</table>

## Managers/Leaders using coaching skills

- Coach practitioners: 4,000
- All coaching modalities: 5,000
- Managers/Leaders using coaching skills: 1,000

## Average annual revenue (US$)

- $27,100

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

- $156

## Average number of active clients

- 11.3

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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: 1549
Method of Regulation

Who would be best to regulate the coaching industry?

- Government entities
  - Unsure: 12.4%
  - Yes: 71.5%

- Individual coach practitioners
  - Unsure: 26.8%
  - Yes: 68.7%

- Professional coaching associations
  - Unsure: 12.4%
  - Yes: 71.5%

Respondent Base: 1353

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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: 28.9%
- Coaching market saturation: 9.8%
- Coaches under-pricing their services: 4.7%
- Increased demand for competing services: 3.4%
- Over regulation of coaching: 3.0%
- Other: 4.3%

Respondent Base: 1547

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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: 32.8%
- Credible data - ROV/ROE from coaching: 28.0%
- Improved general perception of coaching: 15.3%
- Increased demand for coaching: 11.7%
- Positive portrayal of coaching in media: 9.4%
- Other: 2.8%

Respondent Base: 1545
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

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