Study Details and Key Findings

North America
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?

Global data

- 25 years and under: 0.2% (0.5%)
- 28 to 30 years: 1.5% (2.3%)
- 31 to 34 years: 2.8% (4.6%)
- 35 to 39 years: 6.1% (10.2%)
- 40 to 44 years: 14.2% (9.6%)
- 45 to 49 years: 17.2% (14.2%)
- 50 to 54 years: 18.5% (19.9%)
- 55 to 58 years: 18.5% (15.1%)
- 60 to 64 years: 15.9% (10.4%)
- 65 years and over: 8.9% (12.2%)

Respondent Base: 5832

26.3% 33.0% 73.7% 67.0%
Formal Education

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

- Primary Level (education prior to university): 8.9%
- Secondary Level (bachelor's degree): 31.4%
- Third Level (master's, doctoral degree): 61.7%

Respondent Base: **5832**

2016 ICF Global Coaching Study
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 13.3%
- 1 to 2 years: 14.0%
- 3 to 4 years: 16.8%
- 5 to 10 years: 30.4%
- More than 10 years: 26.0%

Selected Respondents = 7.3%
Respondents = 363
Global Respondents = 1064

Respondent Base: 4988

2016 ICF Global Coaching Study
Coaching Specialty

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

- Leadership: 25.1%
- Executive: 15.4%
- Life Vision & Enhancement: 16.4%
- Business/Organizations: 16.4%
- Career: 7.2%
- Small business: 3.9%
- Health and Wellness: 2.3%
- Relationships (Singles, Couples, Families): 3.8%
- Spirituality: 1.9%
- Addiction and Recovery: 0.6%
- Cross-cultural: 0.3%
- Children/Teens: 0.3%
- Retirement: 0.3%
- Other (please specify): 9.1%
- No speciality: 0.2%

Respondent Base: 4969

2016 ICF Global Coaching Study
View of Coaching

"I view coaching as..."

- ... a profession: 83.1%
- ... a skill-set: 26.4%
- ... an industry: 6.5%

Respondent Base: 5832

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: 29.3%
- Somewhat agree: 40.2%
- Neither agree nor disagree: 15.5%
- Somewhat disagree: 10.9%
- Strongly disagree: 4.2%

Respondent Base: 5832
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

2016 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

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: 32.3%
- Unsure: 25.4%
- No: 22.3%

Respondent Base: 5516
Method of Regulation

Who would be best to regulate the coaching industry?

- Government entities:
  - Unsure: 8.4%
  - Yes: 26.8%

- Individual coach practitioners:
  - Unsure: 26.8%
  - Yes: 40.0%

- Professional coaching associations:
  - Unsure: 38.2%
  - Yes: 56.7%

Respondent Base: 3749
Obstacles for the Profession

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

- Untrained individuals called coaches: 42.7% (44.3%)
- Marketplace confusion re: coaching benefits: 28.7% (28.9%)
- Coaching market saturation: 9.9% (9.9%)
- Coaches under-pricing their services: 3.7% (4.7%)
- Over regulation of coaching: 3.5% (3.0%)
- Increased demand for competing services: 3.4% (3.4%)
- Other: 7.1% (8.0%)

Respondent Base: 5509
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: 35.7% (37.8%)
- Credible data - ROI/ROE from coaching: 27.2% (32.6%)
- Improved general perception of coaching: 14.3% (11.8%)
- Increased demand for coaching: 11.4% (11.1%)
- Positive portrayal of coaching in media: 6.6% (5.4%)
- Other: 2.9% (3.4%)

Respondent Base: 5503
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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