2016 ICF Global Coaching Study
Study Details and Key Findings

United Kingdom
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)

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?

Global data

- 25 years and under: 0.7% (male), 0.5% (female)
- 26 to 30 years: 1.1% (male), 2.3% (female)
- 31 to 34 years: 2.4% (male), 4.8% (female)
- 35 to 39 years: 9.1% (male), 10.2% (female)
- 40 to 44 years: 12.8% (male), 14.2% (female)
- 45 to 49 years: 15.9% (male), 17.2% (female)
- 50 to 54 years: 20.8% (male), 18.5% (female)
- 55 to 59 years: 15.1% (male), 21.8% (female)
- 60 to 64 years: 10.4% (male), 10.4% (female)
- 65 years and over: 4.9% (male), 8.9% (female)

Respondent Base: 872
What is the highest level of formal education that you have?

- Primary Level (education prior to university): 13.5%
- Secondary Level (bachelor’s degree): 34.7%
- Third Level (master’s, doctoral degree): 51.7%

Respondent Base: 872
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 8.1% (8.5%)
- 1 to 2 years: 14.9% (9.6%)
- 3 to 4 years: 18.4% (13.5%)
- 5 to 10 years: 30.4% (29.0%)
- More than 10 years: 26.9% (41.8%)

Respondent Base: 785

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Coaching Specialty

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

- Leadership: 29.4%
- Executive: 26.2%
- Business/Organizations: 18.4%
- Life Vision & Enhancement: 13.4%
- Career: 8.2%
- Small business: 3.3%
- Health and Wellness: 2.4%
- Cross-cultural: 0.5%
- Spirituality: 0.5%
- Children/Teens: 0.9%
- Relationships (Singles, Couples, Families): 2.1%
- Retirement: 0.3%
- Addiction and Recovery: 0.1%
- Other (please specify): 5.4%
- No specialty: 2.0%

Respondent Base: 782

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View of Coaching

"I view coaching as..."

- ... a profession: 64.6%
- ... a skill-set: 30.1%
- ... an industry: 5.3%

Respondent Base: 872

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: 27.4%
- Somewhat agree: 46.7%
- Neither agree nor disagree: 14.0%
- Somewhat disagree: 7.9%
- Strongly disagree: 2.1%

Respondent Base: 872
Main Findings

Size of the Profession
Key Statistics—Global

Global

- Total revenue (US$): $2.35 Billion
- Memberships:
  - ICF: 63%
  - Other: 23%
  - None: 25%
- Coach practitioners: 53,300
- Managers/Leaders using coaching skills: 10,900
- All coaching modalities: 64,100
- Average annual revenue (US$): $51,000
- Average fee per 1 hour coaching session (US$): $231
- Average number of active clients: 11.0

Estimates are shown to the nearest 100. Therefore, subtotals may not add to the total figures.
Key Statistics—Western Europe

**Western Europe**

- **Total revenue (US$)**
  - $898 Million

- **Memberships**
  - ICF: 63%
  - Other: 29%
  - None: 19%

- **Credentials**
  - ICF: 52%
  - Other: 28%
  - None: 27%

- **Coaching practitioners**
  - 18,800

- **Managers/Leaders using coaching skills**
  - 21,400
  - 2,700

- **Average annual revenue (US$)**
  - $55,300

- **Average fee per 1 hour coaching session (US$)**
  - $288

- **Average number of active clients**
  - 10.4

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

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

Global data

ON

OFF

Yes 48.8%
Unsure 30.0%
No 21.3%

Global Benchmark

Yes 52.3%
Unsure 25.4%
No 22.3%

Respondent Base: 818

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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 32.5%  25.8%
  - Yes  56.3%  56.7%

Respondent Base: 643
Obstacles for the Profession

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

- Untrained individuals called coaches: 34.1% (44.3%)
- Marketplace confusion re: coaching benefits: 29.4% (28.9%)
- Coaching market saturation: 17.6%
- Coaches under-pricing their services: 5.0% (4.7%)
- Over regulation of coaching: 4.0% (3.0%)
- Increased demand for competing services: 2.3% (3.4%)
- Other: 7.5% (8.0%)

Respondent Base: 816
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: 40.3%
- Credible data - ROI/ROE from coaching: 28.4%
- Improved general perception of coaching: 11.4%
- Increased demand for coaching: 10.2%
- Positive portrayal of coaching in media: 6.0%
- Other: 3.7%
- Respondent Base: 814
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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