Thirteen Years of Industry Research

- ICF/PwC partnership launched in 2006
- 3 Global Coaching Studies (and counting!)
- 3 Global Consumer Awareness Studies
- Past research on coaching in organizations and coaching clients

What We’re Exploring

- Industry size and revenue
- The business and practice of coaching
- Perspectives on industry trends
- Not just coaches
  - Managers and leaders who use coaching skills added in 2015
Insights for Coaches and Leaders

• Developing your coaching business
• Understanding the marketplace
• Strategic planning and decision-making for your Chapter
• “Hook” for proactive pitching to local media

Insights to Lead the Future

• Allocation of resources
• Developing new markets
• Advancing the mission and vision

2019 – 2020 Timeline

• May 2019: Survey Launch
  – English to start
  – Translations as available
• December 2019: Survey Close
• Report publication: Q2/Q3 of 2020

Survey Languages

• English
• French
• German
• Italian
• Japanese
• Korean
• Mandarin
• Portuguese
• Spanish
Building on Our Past Success

2016 ICF Global Coaching Study
- 15,380 valid responses
- 137 countries
- 100+ survey responses
  - 40 countries
  - 18 US states
  - 4 Canadian provinces
  - 2 regions in the UK
  - 3 Australian territories

Birth of the “100 Club”
- Locally specific data cut
- Enhanced opportunities for media relations
- Presentation content for coaches and coaching consumers
- Building community through collaboration

2015–2016 “100 Club”
- Alberta
- British Columbia
- Ontario
- Québec
- London and the South East
- Midlands/East Anglia
- New South Wales
- Queensland
- Victoria
2015–2016 “100 Club”

- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Massachusetts
- Maryland
- Michigan
- Minnesota
- North Carolina
- New Jersey
- New York
- Ohio
- Pennsylvania
- Texas
- Virginia
- Washington

2015–2016 “100 Club”

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Finland
- France
- Germany
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Korea
- Russia
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- UAE
- UK
- USA

How We’ll Raise the Bar
Global Scale

- Snowball effect
- Outreach to strategic partners
- Social media campaign
- Digital advertising
- Targeted tactics

Local Support – GCS Champions

- Email newsletters
  - Updates on progress
  - Tips and tactics for promoting the survey locally
- Personal encouragement
- Social media celebrations
- Recognition at Converge 2019 and GLF 2020
- Guidance on putting data to work

2019 Global Coaching Survey

https://coachfederation.org/research/global-coaching-study

Local Support – GCS Champions

- GLF attendance = default champion for your Chapter
- Early April: First champions email will include a link to share with an alternate candidate
- Prospective champions can also email icpr@coachfederation.org to be added