

# Understanding Yourself

## Global Coaching Study

(NAPS)—To succeed in life and in their careers, a growing number of people consult professional coaches. As more people use coaches, studies seek to document industry trends. What trends are occurring in professional coaching? To address this question and more, the International Coach Federation (ICF) is conducting a global research study.

ICF has commissioned independent research firm PricewaterhouseCoopers (PwC) to conduct the 2011 ICF Global Coaching Study, a comparison study to ICF's 2007 global report on professional coaching.

The first study provided statistics on what coaches earn, the fees coaches charge, coach demographics and leading coaching specialties in key regions and countries around the world. Results from the 2007 study confirmed that:

- The approximate annual worldwide revenue produced by coaching is \$1.5 billion (USD).

- On average, ICF Credentialed coaches earn 41 percent more per year (\$65,318) than do coaches who do not have an ICF Credential (\$46,399).

- The largest proportion of coaches is 46–55 years old, has coached for 5–10 years, and has acquired an advanced level of education (i.e., master's degree or Ph.D.).

- The following were the top three leading coaching specialties that were reported in this study: Executive (19 percent), Leadership (18 percent) and Life Vision and Enhancement (16 percent).



**The professional coaching industry generates at least \$1.5 billion a year.**

- The largest proportion of coaching clients tends to be 56 percent female/44 percent male, and between 38 and 45 years of age.

- The vast majority of coaches who participated in the study (over 85 percent) expect to stay in the profession for at least 10 years.

The 2011 study aims to track key trends that have emerged during the global recession and provide useful data about the growing industry.

Respondents from more than 85 countries have already participated in the 2011 study—exceeding the 73-country benchmark set with the first report. To enable an increased number of coach respondents (more than 5,415 respondents, both ICF members and non-members, participated in the first survey), this year's study has been made available in nine languages—English, French, German, Italian, Japanese, Korean, Mandarin, Portuguese and Spanish—at [www.coachingstudy2011.com](http://www.coachingstudy2011.com).