



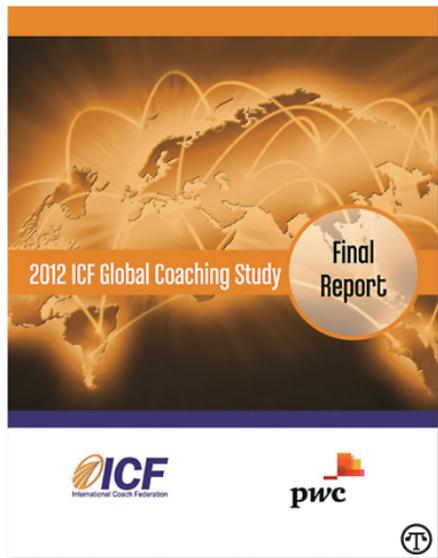
## On Track For Success

(NAPSA)—If you're looking for a profession that's growing in demand, consider professional coaching. There are currently almost 50,000 professional coaches worldwide and—as the demand grows—that number continues to increase.

According to a recent ICF Global Coaching Study by the International Coach Federation (ICF), there's a diverse distribution of coaches across the globe, with areas of rapid expansion and growth potential. The yearlong study, which covered 117 countries in Africa, Asia, Australia, Europe and North America, found that the total worldwide revenue generated by coaching nears \$2 billion.

Why is the need for coaches growing? People always seek ways to maximize their personal and professional potential, but in tough economic times, the need to succeed can be even more acute. "Achieving an unprecedented level of response, this wide-reaching industry study reveals the global scale of the profession of coaching as well as amazing growth in the number of practicing coaches," said Janet M. Harvey, a master certified coach and global president of ICF, a leading global organization for coaches.

In general, coaches who responded to the study viewed their prospects over the next year in a positive light. Almost six in 10 coaches said they experienced an increase in clients and 55 percent reported an increase in revenues.



**ICF's Final Report shows credentialing remains an important step in gaining clients and improving earnings.**

Earning credentials remains an important step in gaining clients and is reflected in earning potential. On average, credentialed coaches earn 41 percent more per year (\$65,318) than do coaches who are not (\$46,399).

ICF is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification and building a worldwide network of credentialed coaches. To learn more about the Global Coaching Study, or for more information about coaching and credentialing programs, visit [www.coachfederation.org](http://www.coachfederation.org).