



2019

**ICF GLOBAL
COACHING
SURVEY**



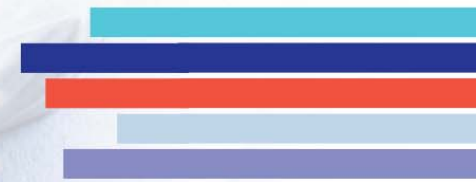
Agenda

Contributing to & Benefiting from Industry Research

Global Coaching Survey 2019

GCS Insights & Benefits

GCS Champions Program

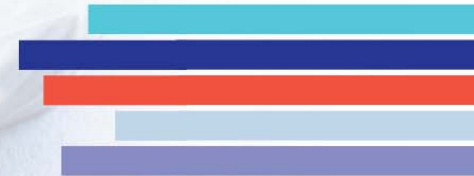




Contributing to & Benefiting from Industry Research

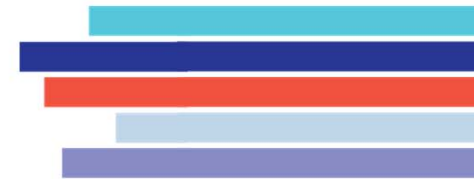


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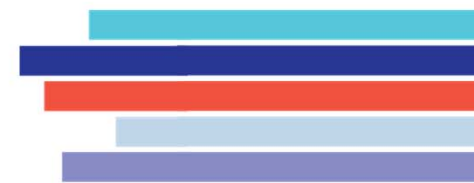
ICF Industry Research

- Original studies on the state of the coaching profession
- Sustains and enhances ICF's stature as gold-standard for the profession
- Offers a valuable resource for ICF Chapter Leaders



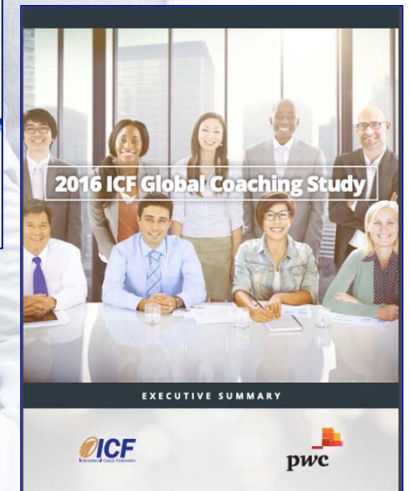
A Resource for Chapter Leadership

- Informs coaching best practices
- Educates consumers about the impact of coaching
- Can be used to earn media coverage



ICF Research Studies

- Global Coaching Study
- Building a Coaching Culture
- Global Consumer Awareness Study
- Academic research





Global Coaching Survey 2019



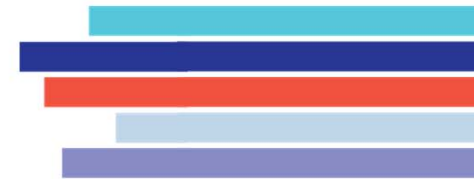
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GCS Overview

- Fourth update of the survey currently underway
- Previous survey conducted in 2015, with findings published in 2016
 - 15,380 valid responses
 - 137 countries

We hope to increase participation this year!



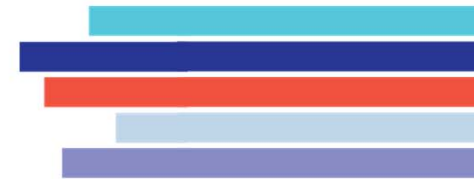
GCS Objectives

- Measure industry size and revenue
- Assess the business and practice of coaching
- Gather perspectives on industry trends, including regulation, technology and more

An Industry-Wide Perspective

- GCS seeks responses from both ICF members and non-members
- Non-member participation is crucial to success!
 - Non-member coaches
 - Organization leadership & managers using coaching skills

Taking the survey is only the first step!



How to Get Started

- Take the survey at **CoachingSurvey2019.com**

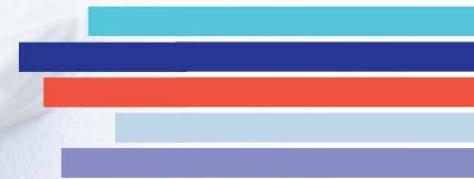
- Available in nine languages:

English
Français
Deutsch
Italiano
日本語 (Japanese)

한국의 (Korean)
普通话 (Simplified Chinese)
Português
Español

- Survey closes December 2019

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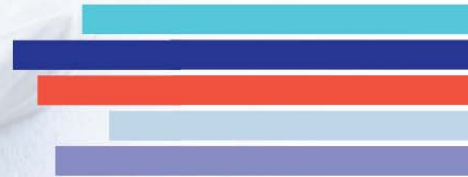




GCS Insights & Benefits



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GCS: Benefits for ICF & You

- ICF: Helps ICF lead the future of coaching
- Chapter Leaders: Better understand your coaching community to enable strategic decisions for your chapter's future
- Coaches: Insights to grow your business

How Research Supports Media Outreach

Worldwide Coaching
Magazine

Key Takeaways from the 2016 ICF Global Coaching Study

By Magdalena Mook, CEO and Executive Director, International Coach Federation.



In 2016, ICF commissioned its third global coaching study, conducted in partnership with PricewaterhouseCoopers LLP.



Inc.
LEAD

When It's Worth It to Pay \$1,000 an Hour for a Business Coach

Are you becoming the weak link when it's time to figure out critical issues?

in f t

By Coell Carr *Journalist in New York City* @coelicarr



GETTY IMAGES

Three years after launching his Denver-based business, Transcription Outsourcing, in 2010, CEO Ben Walker wanted to add employees and move to a larger space. But there was a big obstacle: him. "I needed a sounding board, someone with a lot of experience I could talk through my challenges, and who had helped other companies," he says.

Entrepreneur



Entrepreneur Media, Inc. | P.O. Box 9 | Shelton, Connecticut 06484-0009
ENTREPRENEUR ECOSYSTEMS

Why entrepreneurs also need coaches?

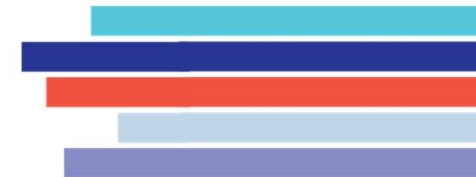
January 11, 2016 4 min read

Opinions expressed by Entrepreneur contributors are their own.

You're reading Entrepreneur India, an international franchise of Entrepreneur Media.

Walking on the lines of eastern wisdom and western framework, International Coach Federation (ICF), the global organization for professionally trained coaches groom entrepreneurs through mentoring, training and athletic development.

Increase in number of startups is urging the need of professionally trained coaches guiding individuals in the striding journey of entrepreneurship. Understanding the same, ICF with its army of 26,000 members around the globe and 350 members in India are concentrating on further grooming entrepreneurial qualities.



How Research Supports Media Outreach



By Tracy Sinclair
Thursday, February 23, 2017

Reach New Heights As a Mentor **10 Steps to Successful Mentoring** by Wendy Axelrod [LOOK INSIDE](#)

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The **2016 ICF Global Coaching Study** is not only the most extensive and expansive research undertaking of its kind, but also a powerful look at the future of organizations and their most vital asset: their people.

These insights are further validated by the latest findings in the fields of leadership and organization development, which strongly indicate the ongoing and quickening trends of speed, connectivity, technology, and virtual or distributed leadership and working practices. These

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Forbes

Three Mistakes New Coaches Make When Starting Out

Forbes Coaches Council COUNCIL POST | Paid Program

POST WRITTEN BY

Lizabeth Czepiel

Lizabeth Czepiel is a transformational learning catalyst, success strategist and empowerment coach.



Shutterstock

Coaching is a booming \$2.356 billion global industry, according to the 2016 International Coach Federation (ICF) Global Coaching Study. But becoming a professional coach is no easy feat.



Área executiva é o principal alvo dos coaches brasileiros, aponta pesquisa da ICF

29 de setembro de 2016



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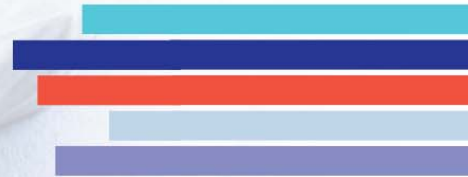
Um estudo global realizado pela ICF – International Coach Federation, maior associação de coaches do mundo, e conduzido pela PwC (PricewaterhouseCoopers), constatou que a maioria dos profissionais de coaching brasileiros (27%) procura se especializar na área executiva, principalmente CEOs e CFOs, por serem estes os que procuram coaching com mais frequência no país. A segunda especialização mais valorizada é em carreira, 21%, seguida por liderança, 14%.



GCS Champions Program



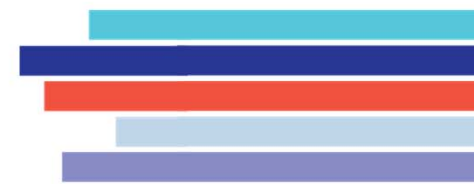
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Champion Toolkit

- Talking points
- Sample email copy
- Social media graphics
- More to support your message

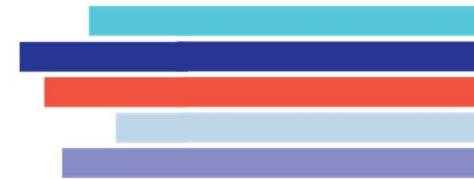
<https://coachfederation.org/2019-global-coaching-survey-champions-resources>



How to Support GCS

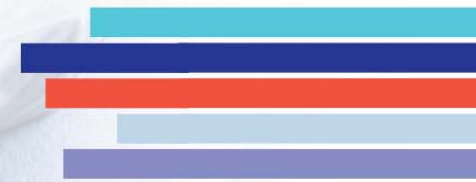
- Word of mouth
- Chapter network
- Media outreach

Encourage people to take the survey at
CoachingSurvey2019.com



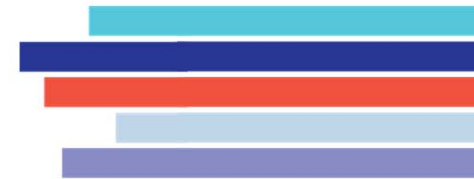
Be a GCS Champion

To become a Champion, contact:
icfpr@coachfederation.org



The 100 Club

- Participation numbers matter!
- Locally specific data
 - Helps you understand your market
 - Gets stronger interest from media
- Help your Chapter join the 100 Club and get recognized



GCS: Get Started!

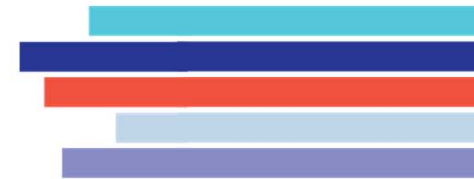


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Get Started!

- Get your Champions toolkit
- Spread the word
- Survey closes December 2019
- Help your Chapter join the 100 Club and get recognized
- Learn and benefit from the insights



Thank You!

Be a Champion: icfpr@coachfederation.org

Take the Survey: [CoachingSurvey2019.com](https://www.coachingsurvey2019.com)

