

ICF CONVERGE

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From Coached to Coach

Gen Z is changing the game!



Your Hosts

Sophie Riegel, ACC	Tracy Sinclair, MCC
● Coach, ACC ● 3 x Best Selling Author ● Professional Speaker ● Mental Health Advocate ● Duke Class of 2023 ● Six Figure Reseller	• Coach, Coach Educator, Mentor Coach, Coaching Supervisor, Coaching Culture • Author • CEO Coach Advancement • Co- Founder of Coachsters • ICF Impact Award Winner, Distinguished Coach, 2023 • ICF Global Board, 2016– 2021 • UK ICF Board, 2013–2015

Agenda

1. Coaching Gen Z

- Who is Gen Z?
- Challenging Biases
- Tips and Tools

2. Training Gen Z Coaches

- Advantages of a Gen Z Coach
- Making Coach Training More Accessible

3. Q & A



Coaching Gen Z

Coaching Gen Z

Who even is Gen Z?

Gen Z comprises more than 25% of the workforce, and that number is growing fast!

Coaching Gen Z

What assumptions do you
make about Gen Z?

Coaching Gen Z

What's stopping you from
coaching Gen Z?

There are currently 125,000 Gen Z coaching clients. That's a big market for you!

Coaching Gen Z

How can you coach Gen Z
more effectively?

Coaching Gen Z

- Be a partner, not a parent
- Understand “I don’t know”
- Go beyond what’s being said
- Acknowledge our pain
- Be REAL!

Training Gen Z

Training Gen Z Coaches

Age $\neq$ Skill

Training Gen Z Coaches

Advantages of Younger Coaches

- Learning and Unlearning
- Experience vs. Baggage
- We're Growing, Too

Getting More Gen Z Coaches

Statistics:

- Number of Gen Z Coaches: 0-1%
- 79% of Gen Zers earn less than 60k/year
- Average cost of coaching program:
 - Level 1: 3-6k
 - Level 2: 6-12k

Getting More Gen Z Coaches

How do we increase the number of Gen Z coaches?

Recap and Reflection

What will you be taking away
from this session?



Q & A



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