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ICF research study benchmarks global awareness of coaching profession

Top findings shared during International Coaching Week, Feb. 6–12

Lexington, Kentucky, USA – In honor of International Coaching Week, the International Coach Federation (ICF) is sharing findings from its latest research study which benchmarks global awareness of professional coaching for the first time.

“Continuing its role to provide the coaching profession and public with reliable industry research, the ICF is happy to share findings of our latest study during this annual coaching awareness week,” said ICF President and Professional Certified Coach Ed Modell. “The results are significant because they give us the first look at how widespread coaching has become in the last two decades on a global scale. Knowing more about the public’s knowledge of and experience with professional coaching now will help us sustain and build our industry’s future.”

ICF commissioned PwC’s International Survey Unit (ISU) in 2010 to conduct the *Global Consumer Awareness Study* which surveyed 15,000 individuals, ages 25 and up, from 20 countries throughout Africa, Asia, Europe, North America and South America. **Here are top findings from the *Global Consumer Awareness Study*:**

How aware are people of professional coaching?

- More than half of all respondents (51 percent) were generally aware of coaching. This includes those who indicated they were either “very aware” (12 percent) or “somewhat aware” (39 percent). General awareness varied by country from a high of 92 percent in South Africa to a low of 20 percent in Germany.
- When probed, nearly half (49 percent) of all respondents who indicated they were unaware of coaching, did in fact have an understanding of professional coaching.

Why are people involved in a coaching relationship?

- More than two-fifths (42.6 percent) of respondents who had experienced coaching chose “optimize individual and/or team performance” as their motivation for being coached. This reason ranked highest followed by “expand professional career opportunities” (38.8 percent) and “improve business management strategies” (36.1 percent). “Increase self-esteem/self-confidence” and “manage work/life balance” rated fourth and fifth to round out the top five motivation areas.

How satisfied are those who have been coached?

- Satisfaction levels are very high (83 percent) among those who have been involved in a coaching relationship, 36 percent of which were “very satisfied.” The level of satisfaction rises even higher to 92 percent among those with an ICF Credentialed coach, 55 percent of which were “very satisfied.”

How likely are people to recommend coaching to others?

- As a whole, those who have been coached gave a mean advocacy score of 7.5 (out of 10) in terms of their likeliness to recommend coaching. Overall, 31 percent of those who had been coached indicated that they were “extremely likely” to recommend. Advocacy was even higher for those who had an ICF Credentialed coach—45 percent were “extremely likely to advocate coaching to others.”

How important are certifications/credentials for coaches?

- 84 percent of respondents who had been in a coaching relationship considered certification/credentials important. Even among those who indicated they were not aware of the coaching profession or the ICF, 83 percent considered credentials or certifications important for professional coaches to have.
- More than two in five respondents (44 percent) knew if their coach had a certification/credential.

What demographic is most attuned to coaching?

- Of the four age groups analyzed in this study, the youngest segment (ages 25–34) had the highest rate of awareness of coaching (57 percent), highest awareness of the ICF (26 percent) and highest levels of satisfaction with their coaching experience (85 percent). The level of satisfaction of this age group with an ICF Credentialed coach was higher again with 92 percent satisfied; more than half (55 percent) stating they were “very satisfied.”

Learn more about the *Global Consumer Awareness Study* at Coachfederation.org/works. Learn more about International Coaching Week at CoachingWeek.org.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training.

Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The International Coach Federation is the leading global organization for coaches, with over 18,000 members in more than 100 countries, dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches. The ICF is the only organization that awards a global credential which is currently held by nearly 7,000 coaches worldwide. For more information, please visit our website at www.coachfederation.org.

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