

## 2008 Sherpa Executive Coaching Survey - Summary Results

<u>Question</u>	<u>Response</u>	<u>2008 Data</u>
<b>Sherpa Executive Coaching Survey</b>		1292 responses
I describe myself as:	a. Executive or business coach	<b>61%</b>
I describe myself as:	b. Life, health or personal coach	<b>14%</b>
I describe myself as:	c. HR or training professional	<b>18%</b>
I describe myself as:	d. Purchaser of coaching services	<b>1%</b>
I describe myself as:	e. Have worked with an executive coach	<b>1%</b>
I describe myself as:	Other	<b>5%</b>
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My development as a coach was primarily through:	a. My personal experience.	<b>14%</b>
My development as a coach was primarily through:	b. Formal Education not related to coaching	<b>13%</b>
My development as a coach was primarily through:	c. Self study or online training in coaching	<b>9%</b>
My development as a coach was primarily through:	d. Classroom training and certification as a coach	<b>64%</b>
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I have been a coach for:	a. 1 year or less	<b>7%</b>
I have been a coach for:	b. 1-2 years	<b>11%</b>
I have been a coach for:	c. 3-5 years	<b>23%</b>
I have been a coach for:	d. More than 5 years	<b>59%</b>
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On average, I work with this many unique clients per week:	a. 1 - 5	<b>49%</b>
On average, I work with this many unique clients per week:	b. 6 - 10	<b>31%</b>
On average, I work with this many unique clients per week:	c. 11 - 15	<b>12%</b>
On average, I work with this many unique clients per week:	d. 16 - 20	<b>5%</b>
On average, I work with this many unique clients per week:	e. More than 20	<b>3%</b>
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Most of my clients are:	a. Paid for by their employer	<b>45%</b>
Most of my clients are:	b. Private Pay	<b>36%</b>
Most of my clients are:	c. About 50 – 50 in each category	<b>20%</b>
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<u>Question</u>	<u>Response</u>	<u>2008 Data</u>
On average, I charge an hourly rate for business coaching of (US\$)	a. Less than \$75	7%
On average, I charge an hourly rate for business coaching of (US\$)	b. \$75 - 149	22%
On average, I charge an hourly rate for business coaching of (US\$)	c. \$150 - 299	41%
On average, I charge an hourly rate for business coaching of (US\$)	d. \$300 - 500	24%
On average, I charge an hourly rate for business coaching of (US\$)	e. More than \$500	6%
		954
How would you rate the value of executive coaching, on the whole?	a. Very high	46%
How would you rate the value of executive coaching, on the whole?	b. Somewhat high	44%
How would you rate the value of executive coaching, on the whole?	c. Mediocre	9%
How would you rate the value of executive coaching, on the whole?	d. Low	0%
How would you rate the value of executive coaching, on the whole?	e. Very low	1%
		324
How would you rate the credibility of executive coaching, on the whole?	a. Very high	16%
How would you rate the credibility of executive coaching, on the whole?	b. Somewhat high	58%
How would you rate the credibility of executive coaching, on the whole?	c. Mediocre	23%
How would you rate the credibility of executive coaching, on the whole?	d. Low	2%
How would you rate the credibility of executive coaching, on the whole?	e. Very low	1%
		324
How is the value of coaching monitored?	a. Anecdotal evidence from executives being coached and colleagues	51%
How is the value of coaching monitored?	b. HR has a formal process to determine effectiveness and return on investment.	12%
How is the value of coaching monitored?	c. No formal monitoring of results or value.	29%
How is the value of coaching monitored?	d. Don't know	8%
		272
How do you control the cost of coaching?	a. Case by case decisions with no explicit limits.	64%
How do you control the cost of coaching?	c. Initial dollar limits per person with negotiated additional terms	17%
How do you control the cost of coaching?	d. Cost ceilings for every individual	5%
How do you control the cost of coaching?	e. Only allow senior executives to use a coach	13%
		247

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<u>Question</u>	<u>Response</u>	<u>2008 Data</u>
How do you control the length of coaching engagements?	a. Make sure the coach has a process that includes time limits	14%
How do you control the length of coaching engagements?	b. Set a length of engagement per person with additional negotiated terms	24%
How do you control the length of coaching engagements?	c. Case by case decisions with no explicit limits	41%
How do you control the length of coaching engagements?	d. Don't use coaches	21%
		634
On average, I pay an hourly rate for business coaching of (US\$)	a. Less than \$75	4%
On average, I pay an hourly rate for business coaching of (US\$)	b. \$75 - 149	24%
On average, I pay an hourly rate for business coaching of (US\$)	c. \$150 - 299	42%
On average, I pay an hourly rate for business coaching of (US\$)	d. \$300 - 500	23%
On average, I pay an hourly rate for business coaching of (US\$)	e. More than \$500	7%
		167
In my experience, coaching is usually delivered via (check all that apply):	a. In-person meetings	46%
In my experience, coaching is usually delivered via (check all that apply):	b. Phone	40%
In my experience, coaching is usually delivered via (check all that apply):	c. Email	14%
In my experience, coaching is usually delivered via (check all that apply):	d. Internet chat or webcam	0%
		2283
Which method is most effective?	a. In-person meetings.	72%
Which method is most effective?	b. Phone.	27%
Which method is most effective?	c. Email.	0%
Which method is most effective?	d. Internet chat or webcam.	1%
		1269
Effective coaching is delivered:	a. In weekly meetings	31%
Effective coaching is delivered:	b. Twice a month	38%
Effective coaching is delivered:	c. Once a month	7%
Effective coaching is delivered:	d. As needed	25%
		1274
Coaching engagements should typically:	a. Begin with a limited scope (90 days or less)	19%
Coaching engagements should typically:	b. Take between 3 and 6 months	42%
Coaching engagements should typically:	c. Take 6 months or more	15%
Coaching engagements should typically:	d. Be open-ended	24%
		1277

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People who receive business coaching, in my experience are:	a. Top-line executives	19%
People who receive business coaching, in my experience are:	b. Senior managers	27%
People who receive business coaching, in my experience are:	c. At all levels in an organization	43%
People who receive business coaching, in my experience are:	d. Individuals who privately engage a coach	12%
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Who needs a business coach most?	a. People with a specific problem or challenge	32%
Who needs a business coach most?	b. People who need leadership development	49%
Who needs a business coach most?	c. Individuals in transition (new job or promotion)	19%
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In my experience, coaching is provided internally (by employees of an organization):	a. Always	2%
In my experience, coaching is provided internally (by employees of an organization):	b. Usually	10%
In my experience, coaching is provided internally (by employees of an organization):	c. Sometimes	76%
In my experience, coaching is provided internally (by employees of an organization):	d. Never	8%
In my experience, coaching is provided internally (by employees of an organization):	e. Don't use coaches at all	4%
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Formal certification for executive coaches is, in my view:	a. Absolutely essential	41%
Formal certification for executive coaches is, in my view:	b. Very important	36%
Formal certification for executive coaches is, in my view:	c. Somewhat important	18%
Formal certification for executive coaches is, in my view:	d. Not necessary	5%
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Most qualified to certify a training program:	a. No opinion	45%
Most qualified to certify a training program:	b. International Coach Federation (ICF)	40%
Most qualified to certify a training program:	c. University-based Executive Education programs	10%
Most qualified to certify a training program:	d. Worldwide Association of Business Coaches	4%
Most qualified to certify a training program:	e. International Consortium for Coaching in Organizations (ICCO)	1%
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For a business or executive coach, the most appropriate background is:	a. Training as a coach	10%
For a business or executive coach, the most appropriate background is:	b. Business or Consulting experience	46%
For a business or executive coach, the most appropriate background is:	c. Industry-specific experience	4%
For a business or executive coach, the most appropriate background is:	d. Therapist or counselor	2%
For a business or executive coach, the most appropriate background is:	c. Training and certification as a coach	37%
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Having a recognized and standard process for coaching, similar to the accounting or financial planning professions, is:	a. Absolutely essential	20%
Having a recognized and standard process for coaching, similar to the accounting or financial planning professions, is:	b. Very important	38%
Having a recognized and standard process for coaching, similar to the accounting or financial planning professions, is:	c. Somewhat important	28%
Having a recognized and standard process for coaching, similar to the accounting or financial planning professions, is:	d. Not necessary	13%
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Questions with less than 400 responses were not presented to coaches.  
 Those with ~ 900 responses were asked of coaches only.  
 Those with ~ 1,200 responses were asked of all respondents.  
 Questions with over 2,000 responses allowed for multiple answers.

A complete report, including survey methodology, is available at [www.sherpacoaching.com](http://www.sherpacoaching.com). Survey results (c) 2008 Sherpa Coaching, Cincinnati, Ohio, USA. All reports are publicly available at no charge, as a service to the coaching industry.