

2008 Sherpa Executive Coaching Survey Responses from Executive Coaches Only

Question

Response

Sherpa Executive Coaching Survey

1/15/2008

1292 responses

I describe myself as:

a. Executive or business coach **100%**

778

My development as a coach was primarily through:

a. My personal experience. **15%**

b. Formal Education not related to coaching **14%**

c. Self study or online training in coaching **9%**

d. Classroom training and certification as a coach **62%**

763

I have been a coach for:

a. 1 year or less **7%**

b. 1-2 years **8%**

c. 3-5 years **21%**

d. More than 5 years **64%**

778

On average, I work with this many unique clients per week:

a. 1 - 5 **48%**

b. 6 - 10 **32%**

c. 11 - 15 **12%**

d. 16 - 20 **5%**

e. More than 20 **3%**

777

Most of my clients are:

a. Paid for by their employer **54%**

b. Private Pay **24%**

c. About 50 – 50 in each category **22%**

774

2008 Sherpa Executive Coaching Survey Responses from Executive Coaches Only

<u>Question</u>	<u>Response</u>
On average, I charge an hourly rate for business coaching of (US\$)	
a. Less than \$75	4%
b. \$75 - 149	16%
c. \$150 - 299	44%
d. \$300 - 500	29%
e. More than \$500	8%
768	
In my experience, coaching is usually delivered via (check all that apply):	
a. In-person meetings	49%
b. Phone	40%
c. Email	11%
d. Internet chat or webcam	0%
1349	
Which method is most effective?	
a. In-person meetings.	73%
b. Phone.	27%
c. Email.	0%
d. Internet chat or webcam.	1%
766	
Effective coaching is delivered:	
a. In weekly meetings	30%
b. Twice a month	45%
c. Once a month	7%
d. As needed	19%
773	
Coaching engagements should typically:	
a. Begin with a limited scope (90 days or less)	14%
b. Take between 3 and 6 months	45%
c. Take 6 months or more	20%
d. Be open-ended	21%
775	

2008 Sherpa Executive Coaching Survey Responses from Executive Coaches Only

<u>Question</u>	<u>Response</u>	
People who receive business coaching, in my experience are:		
	a. Top-line executives	19%
	b. Senior managers	28%
	c. At all levels in an organization	45%
	d. Individuals who privately engage a coach	8%
		775
Who needs a business coach most?		
	a. People with a specific problem or challenge	30%
	b. People who need leadership development	54%
	c. Individuals in transition (new job or promotion)	15%
		768
In my experience, coaching is provided internally (by employees of an organization):		
	a. Always	1%
	b. Usually	6%
	c. Sometimes	81%
	d. Never	9%
	e. Don't use coaches at all	3%
		770
Formal certification for executive coaches is, in my view:		
	a. Absolutely essential	43%
	b. Very important	32%
	c. Somewhat important	20%
	d. Not necessary	5%
		778

2008 Sherpa Executive Coaching Survey Responses from Executive Coaches Only

<u>Question</u>	<u>Response</u>	
Most qualified to certify a training program:	a. No opinion	37%
	b. International Coach Federation (ICF)	46%
	c. University-based Executive Education programs	11%
	d. Worldwide Association of Business Coaches	4%
	e. International Consortium for Coaching in Organizations (ICCO)	2%
For a business or executive coach, the most appropriate background is:	a. Training as a coach	9%
	b. Business or Consulting experience	53%
	c. Industry-specific experience	2%
	d. Therapist or counselor	2%
	e. Training and certification as a coach	34%
Having a recognized and standard process for coaching, similar to the accounting or financial planning professions, is:	a. Absolutely essential	20%
	b. Very important	36%
	c. Somewhat important	30%
	d. Not necessary	14%

A complete report, including survey methodology, is available at 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.

Note: due to rounding, response percentages may not add to 100 %.