

7th Annual Sherpa Executive Coaching Survey 1/15/2012

Life / Personal Coaches' Responses

(a total of 55 life, personal and wellness coaches provided us with the following answers)

<u>Question</u>	<u>Response</u>	
I describe myself as:		
Life, Personal or Wellness Coach		100%
I work as an internal / external coach		
Life, Personal or Wellness Coach	a. Internal Coach	11%
	b. External / contract coach	89%
I spend this much time providing coaching services:		
Life, Personal or Wellness Coach	a. 20 % or less	18%
	b. 21-40%	31%
	c. 41-60%	27%
	d. 61-80%	7%
	e. 81-100%	16%
I spend this much time promoting or marketing coaching services:		
Life, Personal or Wellness Coach	a. 20 % or less	56%
	b. 21-40%	18%
	c. 41-60%	15%
	d. 61-80%	9%
	e. 81-100%	2%
Do you base your coaching on a published process?		
Life, Personal or Wellness Coach	I develop a unique approach from client to	33%
	I follow a specific published process	35%
	I have developed my own process for coaching	33%

Assessment used in coaching:

Life, Personal or Wellness Coach	360 Assessments	10%
	DISC	8%
	Emotional Intelligence	15%
	Meyers-Briggs	20%
	Other assessment (specified)	28%
	Strengths Finder	20%

My development as a coach was primarily through:

Life, Personal or Wellness Coach	a. My personal experience.	13%
	b. Formal Education not related to coaching	6%
	c. Self study or online training in coaching	11%
	d. Classroom training and certification	70%

I have been a coach for:

Life, Personal or Wellness Coach	a. 6 months or less	8%
	b. 6-12 months	4%
	c. 1-2 years	11%
	d. 3-5 years	19%
	e. 6-10 years	30%
	f. 10 years or more	28%

My classroom training took place:

Life, Personal or Wellness Coach	At a coaching school's facility	41%
	At a neutral, off-site location	57%
	At a university or college campus	3%

Percentage of training hours delivered live

Life, Personal or Wellness Coach	20% or less	11%
	Between 20 and 40%	3%
	Between 40 and 60%	27%
	Between 60 and 80%	19%
	More than 80%	41%

On average, I work with this many unique clients per

Life, Personal or Wellness Coach	a. 1 - 5	64%
	b. 6 - 10	21%
	c. 11 - 15	8%
	d. 16 - 20	4%
	e. More than 20	4%

Most of my clients are:

Life, Personal or Wellness Coach	a. Paid for by their employer	8%
	b. Private Pay	84%
	c. About 50 – 50 in each category	8%

Typical company size of my clients

Life, Personal or Wellness Coach	a. Under 50	55%
	b. 51 - 250 EE	16%
	c. 251 - 500 EE	10%
	d. 500 - 1000 EE	8%
	e. 1000 or more	10%

On average, I charge an hourly rate for coaching services of (US\$)

Life, Personal or Wellness Coach	a. up to \$75	13%
	b. \$75 - \$149	51%
	c. \$150 - 299	28%
	d. \$300 - 500	8%

In my experience, coaching is provided internally (by employees of an organization):

Life, Personal or Wellness Coach	a. Always	8%
	b. Usually	11%
	c. Sometimes	59%
	d. Never	14%
	e. Don't use coaches at all	8%

In my experience, coaching is often delivered via (check all that apply):

Life, Personal or Wellness Coach	a. In-person meetings	33%
	b. By telephone	38%
	c. HighDef videoconference / Telepresence	2%
	d. Internet video / Skype or webcam	17%
	e. Email, chat, text or other	11%

Over all, the most effective method is:

Life, Personal or Wellness Coach	a. In-person meetings	54%
	b. By telephone	42%
	d. Internet video / Skype or webcam	4%

Effective coaching is delivered:

Life, Personal or Wellness Coach	a. In weekly meetings	33%
	b. Twice a month	46%
	c. Once a month	4%
	d. As needed	17%

Coaching engagements should typically:

Life, Personal or Wellness Coach	a. Begin with a limited scope (90 days or less)	21%
	b. Take between 3 and 6 months	30%
	c. Take 6 months or more	4%
	d. Be open-ended	45%

**Having a recognized and standard process for coaching,
similar to the accounting or financial planning**

Life, Personal or Wellness Coach	a. Absolutely essential	25%
	b. Very important	23%
	c. Somewhat important	21%
	d. Not necessary	31%

**My organization teaches coaching skills to managers and
executives**

Life, Personal or Wellness Coach	a. We have significant, established programs in place.	12%
	b. We have programs in startup or design	12%
	c. No such programs are in place or in design.	41%
	d. I don't know	34%

**My organization has coaching-based programs in place
for teams**

Life, Personal or Wellness Coach	a. We have significant, established programs in place.	15%
	b. We have programs in startup or design	18%
	c. No such programs are in place or in design	38%
	d. I don't know	30%

Demand for coaching next year will

Life, Personal or Wellness Coach	a. Increase substantially	26%
	b. Increase slightly	53%
	c. Stay about the same	9%
	e. Decrease substantially	2%
	f. No opinion	9%

Gender

Life, Personal or Wellness Coach	Female	80%
	Male	20%

Age

Life, Personal or Wellness Coach	26 - 35	4%
	36 - 45	21%
	46 - 55	42%
	56 and older	34%

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

The full report is available at www.sherpacoaching.com/survey.html, starting January 25, 2012.