

# EXECUTIVE COACHING SURVEY

## seventh annual executive summary

Thanks to early waves of participation, we can fairly and effectively represent the universe of coaching in this preliminary report. Based on responses from six continents, we offer you this executive preview. We will release our research in its entirety, at no charge, in January, 2012.

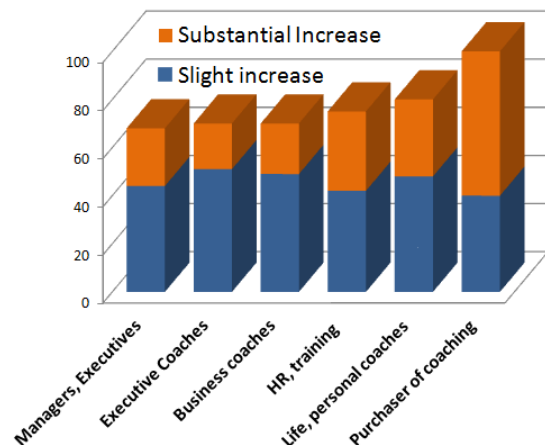
Additional responses are still critical, so we can drill down to countries, regions, even cities. Data collection continues until December 15<sup>th</sup>, 2011. Go to [gsurvey.net/coach](http://gsurvey.net/coach) to take part. Please invite one or more of your friends.

## A NEW DEFINITION OF COACHING

Coaching takes many forms. In this, our seventh annual survey, to refine the information coaches provide us, we made a distinction between executive coaches, those focused on behavior, and business coaches, who concentrate on skills. This new division presents the clearest picture ever of coaching around the world. In years to come, this will allow more precise measurement of trends in both executive and business coaching.

## DEMAND FOR COACHING

More, more, more. Last, year, most coaches were optimistic about demand for their services. This year, clients are joining in their optimism. Seven out of ten executive coaches and those who hire them say demand is going up. Life and personal coaches are optimistic, eight to two. In early returns, every buyer of coaching services sees demand going up in the next year.

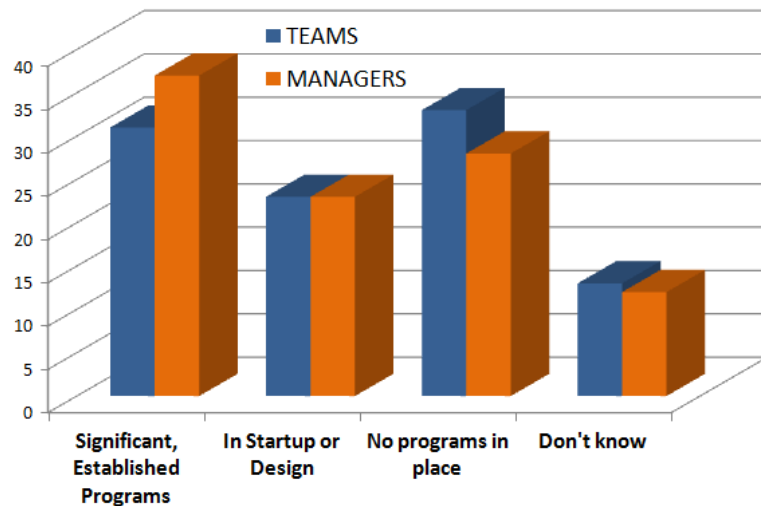


# COACHING AS A WAY OF LIFE

In recent years, managers and executives have been learning coaching skills. The philosophy of coaching is spreading in scope and becoming part of many leadership training programs.

Over one third of respondents already have significant programs in place to teach coaching skills to managers and executives, while another one in five have programs in startup or design mode.

More than one in four have coaching-based programs in place for teams, while an additional one in five have programs in startup or design mode. In our full report, we'll break this out across company size, type, geographic location or any other way we can, and present any significant findings. In years to come, we'll stay on top of trends in this area.



## COACHING IS PROACTIVE



Two years ago, the number of people who received coaching as part of routine leadership development constituted a majority for the very first time. This year, the trend continues, as the majority of coaching is designed for improvement rather than correction or transition. Those who receive coaching for a specific problem or to ease a transition stand even, at around twenty percent each.

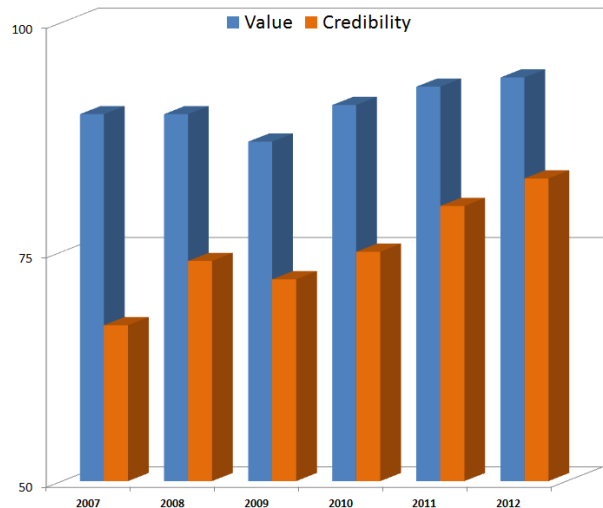
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# THE VALUE OF COACHING

In recent years, HR, training and business professionals have come to believe in coaching. Those who rate the value of coaching as 'very high' has jumped by fifteen percent.

Today, more than nine in ten professionals see the value of coaching as 'high' or 'very high'. Over eighty percent see the *credibility* of coaching as 'high' or 'very high'.

This year, for the first time, we asked coaches what they think about the value and credibility of their trade. Virtually all of them see the *value* of coaching as 'high' or 'very high'. Ninety percent see the *credibility* of coaching as 'high' or 'very high'. That's about a ten-point spread, with coaches seeing their profession in a more favorable light.



# COACHING PROCESSES



We asked whether executive coaching should follow 'a standard process for coaching, similar to the accounting or financial planning professions'. There is disagreement about standardized practices between coaches and their potential client base. Four in ten coaches say they do not favor a standard process. On the other hand, nine out of ten HR and training professionals say a standard process is 'important' or 'absolutely essential'.

Just three in ten executive coaches follow a specific published process. Again this year, the Coactive/CTI process and the Sherpa Coaching process dominate the training that professional coaches have received and the processes they follow. Although dozens of processes are in use, the CTI and Sherpa methods each have about twenty percent market share, with no other process reaching five percent.

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# REGULATION and LICENSING

Should coaches be licensed or regulated?

Are there regulations or licensing requirements already in place, or in the planning stages?

In responses from around the world, not a single person is aware of licensing or regulations, and nobody knows of any plans for regulations. Even so, more than fifteen percent of executive coaches and twenty five percent across the board believe that executive coaching, focused on business behavior, should be regulated. Eight of ten people who favor regulation want it done through state or provincial, rather than federal governments.



## SURVEY SPONSORS

This seventh annual executive coaching survey is sponsored by Sherpa Coaching in Cincinnati, Ohio, The University of Georgia Center for Continuing Education, Miami University's Corporate & Community Institute and the Tandy Center for Executive Leadership at Texas Christian University. Hosting and data integrity services are provided by IQS Research in Louisville.



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# WHY DO WE DO THIS?

Some would have you pay to see the results of their surveys. We never have. We know that people appreciate our work, and have come to count on it over the years. The thanks we receive for our efforts is ample reward for the investment we make in our research. One person wrote us: “For me, the excellence of this initiative lies in in the analysis and comparisons of surveys taken over the years, which enable an accurate reflection of the changing trends within the coaching industry. Thank you.”

Others say: “Your annual surveys are valuable for the coaching industry. Please keep doing them.”, and “It is so helpful to see the success of coaching surveyed and tracked. Thank you for this valuable resource.”

You’re welcome.



## OUR SUPPORTERS

This year’s survey invitation was sent out to a wider audience than ever before, with cooperation from:

- § Association for Coaching
- § European Coaching Institute
- § Frank Bresser Consulting
- § HR Net
- § Library of Professional Coaching
- § Noble Manhattan
- § Peer Resources, Vancouver
- § Sociedade Brasileira de Coaching

## FINAL NOTE

This executive coaching survey also draws responses from life coaches, trainers and consultants. Out of respect for their participation, our full report covers every aspect of coaching. Visit [sherpacoaching.com](http://sherpacoaching.com) to download all our research at no charge, starting January 25, 2012. When you participate, you will get an exclusive ‘first look’ at results on January 15, 2012.

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