International Coaching Week
Nyon - February 9, 2012
Present credentialed Coaches

• Gianna Battalo, ACC
• Ernst Bechinie, PCC
• Véronique Beltz, PCC
• Francoise Dépery, ACC
• Willem Jan Hofmans, ACC
• Willy Laffely, PCC
• Philippine Linn, ACC

ACC = Associate Certified Coach
PCC = Professional Certified Coach
MCC = Master Certified Coach
Professional Coaching in Switzerland 2012

Key insights from global study conducted by PriceWaterhouseCoopers, presented by Willem Jan Hofmans, President-elect of ICF Switzerland
5 Key Questions Today

• What is Coaching in the view of the ICF? (What is NOT Coaching?)
• What makes a Professional Coach?
• Who’s the typical Coaching client?
• When can Coaching be helpful?
• How will the Coaching market develop?
ICF Facts

- Worlds largest association of professional coaches: 19‘000 members worldwide / 258 practicing in Switzerland
- Credentialing program in place since 12 years
- “Industry standard“ with code of ethics & definition of core competencies for coaching
- Vision: Coaching is an integral part of society and ICF members represent the highest quality in professional coaching
ICF Coaching Study 2011

- ICF mandated Price Waterhouse Coopers to conduct a worldwide study on coaching study released on February 6th 2012

- Participating Coaches in 2011
  - Switzerland → 162
  - Global → 12,133

- Estimated number of coaches:
  - Western Europe → 17,500
  - Global → 47,500
A total of 117 countries participated…

Source: ICF Global
What is Coaching in the view of the ICF?

• Coaching is a service delivered by Professionals who help their clients find answers to critical business and life questions
• Helps the client think through a particular issue or achieve a change in the way they are managing their personal or professional lives
• Builds the client's level of awareness and responsibility and provides the client with structure, support and feedback
• Enables the client to make the required changes, stand on their own two feet, and move forward to achieve the desired result
What is NOT Coaching?

- Coaching is NOT giving advice - Advice is given in Mentoring, Training, Consulting, Teaching, Helping...
- Coaching is NOT psychotherapy
- Coaching is NOT what you do after a training in order to transfer learnings
What makes a Professional Coach?

• Training → at least 60 hours!
• Working with a Mentor Coach
• Client experience
  – 100 hours for an Associate Certified Coach
  – 750 hours for a Professional Certified Coach
  – 2‘500 hours for a Master Certified Coach
  – Reference Letters
• Business success is probably a good indication for professionality!
Profile of the Profession – 3 Key Statistics

- Total no. of coaches: 47,500
- Total revenue generated by coaching: $m 1,979 USD
- Average annual revenue generated by coaching:
  - $47,900 USD

Source: ICF Global
Profile of the Profession – 3 Key Trends

- Average fee for 1-hour coaching session: $229 USD
- Average number of clients currently coaching: 10
- Average hours per week working: 13

Source: ICF Global
What makes a Professional Coach?

„In addition to coaching, which of the following services do you offer in your professional practice?“

- Educational Level
- Gender
- Coaching Experience
- Age Group

- Consulting: 51% (CH) to 63% (Global)
- Training: 59% (CH) to 60% (Global)
- Facilitating: 37% (CH) to 50% (Global)

Additional Services
What makes a Professional Coach?

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Global</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Bachelor</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>MBA, PhD</td>
<td>60%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Key results of PWC study 2011
Coach-specific training

More than three quarters of coaches have received accredited/approved coach-specific training.

- I have received coach-specific training through a program that was accredited/approved by a professional coaching organization:
  - ICF member: 82%
  - Non ICF: 70%
  - Total: 78%
- I have received coach-specific training through a program that was not accredited/approved by a professional coaching organization:
  - ICF member: 16%
  - Non ICF: 25%
  - Total: 13%
- I have received coach-specific training through a university based program:
  - Total: 7%
- I have not received any coach-specific training:
  - Total: 2%

Source: ICF Global
The importance of being credentialed....

Three-quarters of coaches (76%) agree that the people and organizations who receive coaching expect their coaches to be certified / credentialed.

-8  41  35  Neither / Nor

Slight differences between ICF and non-ICF members (77% and 73% agreement)

In 2007, 52% of coaches agreed that “the people we coach increasingly expect us to be credentialed.”

14 In 2010, 84% of adult consumers who had experienced a coaching relationship felt that it was important for coaches to hold a credential.

Source: ICF Global
What makes a Professional Coach?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Global</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>68%</td>
<td>61%</td>
</tr>
<tr>
<td>Male</td>
<td>32%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Key results of PWC study 2011

- 51% (CH) to 63% (Global)
- 59% (CH) to 60% (Global)
- 37% (CH) to 50% (Global)

- Educational Level
- Coaching Experience
- Gender
- Age Group
- Professional Coach
- Consulting
- Additional Services
- Training
- Facilitating
What makes a Professional Coach?

- Educational Level
- Coaching Experience
- Gender
- Age Group
- Consulting
- Additional Services
- Training
- Facilitating

Key results of PWC study 2011

„What age group do you belong to?“

- 51% (CH) to 63% (Global)
- 59% (CH) to 60% (Global)
- 37% (CH) to 50% (Global)

26 to 35 years
36 to 45 years
46 to 55 years
56 to 65 years
over 65 years

Global
Switzerland
What makes a Professional Coach?

„How long have you been coaching?“

Key results of PWC study 2011

<table>
<thead>
<tr>
<th>Duration</th>
<th>Global</th>
<th>Western Europe</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 year</td>
<td>10%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>1 to 2 years</td>
<td>15%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>3 to 4 years</td>
<td>25%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>35%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>&gt;10 years</td>
<td>40%</td>
<td>45%</td>
<td>40%</td>
</tr>
</tbody>
</table>
Who’s the typical Coaching client?

- 28% 25 or younger
- 21% 26 to 35
- 41% 36 to 45
- 5% 46 to 55
- 5% 55 to 65
- 0% over 65

"What proportion of your active clients are...?"
### Typical Coaching Relation

#### „What is the main method you use to coach active clients?“

<table>
<thead>
<tr>
<th>Main Method</th>
<th>Global</th>
<th>Western Europe</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>27%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>67%</td>
<td>85%</td>
<td>84%</td>
</tr>
<tr>
<td>Audio/Video</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>E-Mail/Instant Messaging</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

#### „What is the average length of a typical coaching engagement?“

<table>
<thead>
<tr>
<th>Length of Coaching relation</th>
<th>Global</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 3 months</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>4 to 6 months</td>
<td>48%</td>
<td>55%</td>
</tr>
<tr>
<td>7 to 12 months</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>&gt; 1 year</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>
**When can Coaching be helpful?**

"Which of the following coaching areas do you regard as your main area of coaching"?

<table>
<thead>
<tr>
<th>Coaches main area of Coaching (Positioning)</th>
<th>Global</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Life and Vision Enhancement</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Leadership</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Business/Organizations</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Career</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Small Business</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>22%</td>
<td>18%</td>
</tr>
</tbody>
</table>

"Which of the following do you consider to be the main areas of concern addressed in your coaching engagements?"

<table>
<thead>
<tr>
<th>Coaching topics</th>
<th>Global</th>
<th>Switzerland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal growth</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Self esteem/confidence</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Interpersonal relationships</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>Job/career change</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>Communication skills</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Staff/team effectiveness</td>
<td>26%</td>
<td>24%</td>
</tr>
</tbody>
</table>
How will the Coaching market develop?

### Last 12 months

<table>
<thead>
<tr>
<th></th>
<th>Nr. of clients</th>
<th>Average fees</th>
<th>Nr. of sessions</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>↑ 59%</td>
<td>→ 57%</td>
<td>↑ 49%</td>
<td>↑ 56%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>↑ 56%</td>
<td>→ 62%</td>
<td>↑ 45%</td>
<td>↑ 51%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>↑ 60%</td>
<td>→ 66%</td>
<td>→ 48%</td>
<td>↑ 56%</td>
</tr>
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### Next 12 months

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<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>↑ 76%</td>
<td>→ 56%</td>
<td>↑ 62%</td>
<td>↑ 76%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>↑ 71%</td>
<td>→ 62%</td>
<td>↑ 57%</td>
<td>↑ 69%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>↑ 70%</td>
<td>→ 68%</td>
<td>↑ 55%</td>
<td>↑ 66%</td>
</tr>
</tbody>
</table>

Key results of PWC study 2011

"Do you believe that coaching should become regulated?"

- Yes: 59%
- No: 24%
- Unsure: 17%

"Who do you believe would be best placed to regulate the coaching industry?"

- Government entities: 86%
- Professional coaching associations: 5%
- Individual coach practitioners: 9%
Conclusion

• The ICF is the leading global professional body, thriving in Switzerland
• ICF certified coaches bring gold standard qualifications to their clients
• Coaching is not Training or Consulting
• Coaching delivers results for clients
• Coaching works for individuals and organisations with a wide variety of needs
Contact ICF

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thomas.freitag@coachfederation.ch
www.coachfederation.ch / .org
Roadmap for Professional Coaches with ICF („Minimum Eligibility Requirements, MER“)

- Today: „ICF Members“
  - Credentialed Coaches
  - Trained Coaches (>60h)
  - Untrained Coaches
- Q1: „Student Coach“
  - Start coach specific training
- Q1 2012: „Provisional Member“
  - Prove / get coach specific training
- Q2 2012: „Coach Member“
  - „Coach Member“
- Q1 2013: „Credentialed Coach Member“
  - „Credentialed Coach Member“
- Q2 2013: „ICF Members“

"Roadmap for Professional Coaches with ICF („Minimum Eligibility Requirements, MER“)"