

ICFS Member Survey 2014

KNOWING YOU

1. Age:		
Answer Options (only one answer allowed)	Response Percent	Response Count
20-29	0%	0
30-39	8%	14
40-49	41%	69
50-59	39%	66
60-69	12%	20
70+	1%	1
<i>answered question</i>		170
<i>skipped question</i>		1

2. Gender:		
Answer Options (only one answer allowed)	Response Percent	Response Count
Female	67%	114
Male	33%	56
<i>answered question</i>		170
<i>skipped question</i>		1

3. Education level:		
Answer Options (only one answer allowed)	Response Percent	Response Count
High school	13%	22
Bachelor	26%	43
Master	56%	94
Ph.D.	5%	8
Other:	8%	14
<i>answered question</i>		167
<i>skipped question</i>		4

4. No. years coaching practice:		
Answer Options (only one answer allowed)	Response Percent	Response Count
0-1	6%	11
2-3	15%	25
4-5	18%	30
6-9	28%	48
10+	33%	56
<i>answered question</i>		170
<i>skipped question</i>		1

5. Current credit:		
Answer Options (multiple choice allowed)	Response Percent	Response Count
ACC	29%	48
PCC	26%	43
MCC	4%	6
In progress	27%	44
None	25%	42
<i>answered question</i>		165
<i>skipped question</i>		6

6. Are you:		
Answer Options (multiple choice allowed)	Response Percent	Response Count
Independent coach	94%	159
Internal coach	13%	22
Not coach	2%	4
<i>answered question</i>		170
<i>skipped question</i>		1

7. What type of coaching are you doing?		
Answer Options (multiple choice allowed)	Response Percent	Response Count
Life coaching	57%	97
Business coaching	80%	135
Other:	24%	40
<i>answered question</i>		169
<i>skipped question</i>		2

8. And interested in?		
Answer Options (multiple choice allowed)	Response Percent	Response Count
Life coaching	63%	85
Business coaching	71%	96
Other:	24%	33
<i>answered question</i>		135
<i>skipped question</i>		36

9. Percentage that coaching represents vs other professional activities:		
Answer Options (only one answer allowed)	Response Percent	Response Count
5	4%	7
10	2%	4
15	2%	3
20	9%	15
25	4%	7
30	9%	14
35	4%	7
40	7%	12
45	0%	0
50	16%	26
55	2%	3
60	9%	15
65	1%	2
70	5%	8
75	3%	5
80	4%	7
85	0%	0
90	4%	7
95	0%	0
100	12%	19
<i>answered question</i>		161
<i>skipped question</i>		10

10. Member of other coaching association(s):	
Answer Options (open question)	Response Count
	68
<i>answered question</i>	68
<i>skipped question</i>	103

11. What was/were the key driver(s) to become a member of ICF Switzerland?

Answer Options (multiple choice allowed)	Response Percent	Response Count
Build credibility	62%	104
Connect to the coaching community	75%	126
Cultivate your professional growth	70%	117
Build your business sales	19%	32
Stay up to date on industry trends	62%	103
Other:	13%	21
<i>answered question</i>		167
<i>skipped question</i>		4

12. On a scale of 1-5, how satisfied are you overall with the ICF Switzerland in meeting your key needs:

Answer Options (only one answer allowed)	1 = Not at all satisfied	2	3	4	5 = Very satisfied	Rating Average	Response Count
Please rate	3	15	59	67	20	3.5	164
<i>answered question</i>							164
<i>skipped question</i>							7

ICF SWITZERLAND OFFERING

13. How important is it for you?

Answer Options (only one answer allowed)	1 = Not at all important	2	3	4	5 = Very important	Rating Average	Response Count
Chapter Meeting	5	21	31	57	42	3.7	156
ICF Switzerland Website	11	29	45	47	26	3.3	158
Local Coach directory (i.e. your profile)	8	23	29	43	51	3.7	154
Newsletter	6	30	50	53	13	3.2	152
Special events (e.g. Salon RH, ICW, Prism Award, Business School partnership)	11	23	40	49	26	3.4	149
Other:							10
<i>answered question</i>							159
<i>skipped question</i>							12

14. How well does it fulfil your expectations?

Answer Options (only one answer allowed)	1 = Not at all	2	3	4	5 = very well	Rating Average	Response Count
Chapter Meeting	2	22	42	51	29	3.6	146
ICF Switzerland Website	3	34	49	49	12	3.2	147
Local Coach directory (i.e. your profile)	6	24	51	47	15	3.3	143
Newsletter	2	27	55	43	9	3.2	136
Special events (e.g. Salon RH, ICW, Prism Award, Business School partnership)	4	21	54	38	13	3.3	130
Other:							6
<i>answered question</i>							154
<i>skipped question</i>							17

15. What do you like most about what the ICF Switzerland is doing that you would like us to keep?

Answer Options (open question)	Response Count
	99
<i>answered question</i>	99
<i>skipped question</i>	72

16. What do you see as the biggest improvement opportunities for the ICF Switzerland that you would like us to change or add?

Answer Options (open question)	Response Count
	95
<i>answered question</i>	95
<i>skipped question</i>	76

CHAPTER MEETING

17. In 2013, which ICF Switzerland regular Chapter Meeting(s) or event(s) did you attend?

Answer Options (only one answer allowed)	Response Percent	Response Count
Suisse Romande - Nyon	57%	73
Zurich	28%	36
Bern	20%	26
Ticino	6%	7
Special event: ICW @ Rezonance "Coaching Professionnel / Parlons d'Avenir! Coup de bluff... ou coup de pouce ?" - 28 mai 2013, Genève	18%	23
Special event: ICW @ Zurich	6%	8
<i>answered question</i>		127
<i>skipped question</i>		44

18. How often did you attend the Chapter Meetings?

Answer Options (only one answer allowed)	Response Percent	Response Count
Every meeting	4%	6
Most meeting	20%	31
A few meeting	40%	63
One meeting	17%	26
None	19%	30
<i>answered question</i>		156
<i>skipped question</i>		15

19. Regarding Chapter Meetings, please rate the importance for you of:

Answer Options (only one answer allowed)	1 = Not at all important	2	3	4	5 = Very important	Rating Average	Response Count
Receiving CCEU's	17	18	25	43	33	3.4	136
Networking	3	15	28	53	44	3.8	143
Get business building tips	7	24	24	45	33	3.5	133
Coaching skills & tools	1	9	20	51	61	4.1	142
Other related topics (gives no CCEU's)	7	14	42	32	10	3.2	105
Other:							7
<i>answered question</i>							145
<i>skipped question</i>							26

20. What else would you like your Chapter to offer?

Answer Options (open question)	Response Count
	60
<i>answered question</i>	60
<i>skipped question</i>	111

21. Did you know that each participation to a Chapter Meeting may give you between 1 and 2 Continuing Coaching Education Units (CCEUs)? *

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	74%	115
No	26%	41
<i>answered question</i>		156
<i>skipped question</i>		15

22. Would you be interested in participating in:

Answer Options (multiple choice allowed)	Response Percent	Response Count
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Peer coaching group = "interviewing": sharing challenges, resources; reflecting on current practices; expand, refine, and build new skills; share ideas; teach one another or solve problems; etc.)	77%	96
Supervision group = led by a supervisor; focus on structure of coaching (11 competencies & code of ethics) and coaching techniques	73%	90
Other:	17%	21
<i>answered question</i>		124
<i>skipped question</i>		47

ICF SWITZERLAND COMMUNICATION WITH OUR MEMBERS

23. ICF Switzerland news & activities: what would be the best/most efficient communication channel for you?

Answer Options (multiple choice allowed)	Response Percent	Response Count
Email (i.e. event invitation or newsletter)	96%	149
Website	25%	38
"Flash news" speech at the beginning of the Chapter Meeting	25%	39
Other:	4%	6
<i>answered question</i>		155
<i>skipped question</i>		16

24. Which topic(s) are you interested in?

Answer Options (multiple choice allowed)	Response Percent	Response Count
Inspiring news linked with the coaching world	86%	134
Results / Figures (coaching research)	58%	90
Training	64%	99
ICFS events (chapter meeting / special events)	70%	109
ICFS Member's duties (renewal of membership, etc.)	39%	61
ICF's Board/representative election	19%	30
Other:	7%	11
<i>answered question</i>		155
<i>skipped question</i>		16

25. You are receiving more or less 7 newsletters per year (in 4 languages) from our President. How many are useful for you?

Answer Options (only one answer allowed)	Response Percent	Response Count
1	6%	10
2-4	40%	62
5-7	28%	43
None	4%	6
I don't know	22%	35
<i>answered question</i>		156
<i>skipped question</i>		15

26. How often would you like to receive our Newsletter (covering the topic(s) mentioned above)?

Answer Options (only one answer allowed)	Response Percent	Response Count
Monthly	21%	33
Every 2 months	28%	44
Quarterly	45%	69
Six-monthly	5%	7
Never	1%	2
<i>answered question</i>		155
<i>skipped question</i>		16

27. What language(s) can you read?

Answer Options (multiple choice allowed)	Response Percent	Response Count
English	97%	153
French	72%	113
German	42%	67
Italian	18%	29
<i>answered question</i>		158
<i>skipped question</i>		13

28. Do you read (even skim through) the emails you are receiving from ICF Switzerland?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	51%	80
No	3%	5
I skim through	46%	72
<i>answered question</i>		157
<i>skipped question</i>		14

29. How interested are you to receive "ICFS Advertising" emails from our partners/sponsors?

Answer Options (only one answer allowed)	1 = not interested	2	3	4	5 = very interested	Rating Average	Response Count
Please rate	50	38	42	20	5	2	155
<i>answered question</i>							155
<i>skipped question</i>							16

30. Any comment/suggestion about our communication in general?

Answer Options (open question)	Response Count
	39
<i>answered question</i>	39
<i>skipped question</i>	132

MARKETING

31. Do you talk about ICF with your prospects/clients?

Answer Options (only one answer allowed)	Response Percent	Response Count
Always	26%	41
Sometimes	54%	84
Never	20%	31
<i>answered question</i>		156
<i>skipped question</i>		15

32. If you have one, are you mentioning your ICF credential (ACC/PCC/MCC) to your prospects/clients?

Answer Options (only one answer allowed)	Response Percent	Response Count
Always	33%	41
Sometimes	39%	49
Never	29%	36
<i>answered question</i>		126
<i>skipped question</i>		45

33. Are you using the ICF handouts*?

Answer Options (only one answer allowed)	Response Percent	Response Count
Always	2%	3
Sometimes	34%	51
Never	64%	96
<i>answered question</i>		150
<i>skipped question</i>		21

34. Would you be interested in contributing to ICF Switzerland research by using a "client questionnaire" to distribute to your clients - so that we would all better know about their needs, expectations, result, ROI?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	48%	71
No	52%	77
<i>answered question</i>		148
<i>skipped question</i>		23

35. Did you set up your profile on the ICF Switzerland website "Find a coach" section (i.e. local coach directory)?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	67%	104
No	33%	52
<i>answered question</i>		156
<i>skipped question</i>		15

36. The website is about to be updated - this would be the opportunity to add information in your profile: As you look at the existing fields below, are there any new fields you would like us to add? Note: *** the new website will allow you to upload your own video through YouTube ***

Answer Options (open question)	Response Count
	33
<i>answered question</i>	33
<i>skipped question</i>	138

37. Do you have any other need or expectation regarding the upcoming website?

Answer Options (open question)	Response Count
	35
<i>answered question</i>	35
<i>skipped question</i>	136

WE NEED YOU! YOUR ACTIVE PARTICIPATION AS A MEMBER

38. Would you be ok to become a volunteer for ICF Switzerland?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	16%	24
Maybe	45%	68
No	39%	59
<i>answered question</i>		151
<i>skipped question</i>		20

39. If "Maybe" or "Yes":

Answer Options (only one answer allowed)	Yes	Maybe	No	Response Count
Writing (press articles, articles for the website, handouts)	17	29	17	63
Translating	10	7	32	49
Logistic support for Chapter Meeting (chairs, drinks & snacks, etc.)	12	19	26	57
Welcome people & do the registration at Chapter Meeting	22	23	22	67
Support the Chapter Leader in his/her admin tasks	11	24	21	56
Propose/suggest workshop leaders	20	31	8	59
Website (technical support)	3	8	36	47
SurveyMonkey (creation and/or follow-up)	4	10	30	44
Social network	16	27	16	59
Other:				20
<i>answered question</i>				86
<i>skipped question</i>				85
<i>Total</i>	115	178	208	

40. Would you like to receive an invitation for a HR or press/media people or prospect to come with you to an ICF Switzerland event or Chapter Meeting?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes - please send an email to your Chapter Leader to let him/her know (see contact detail above)	28%	35
No	72%	91
<i>answered question</i>		126
<i>skipped question</i>		45

41. Would you be available to give us a hand for one "special project" (Salon RH, Prism Awards, Business School partnership programme, etc.) once a year (or more)?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes - please send an email to your Chapter Leader	51%	62
No	49%	60
<i>answered question</i>		122
<i>skipped question</i>		49

42. Any comment/suggestion about your volunteering contribution:

Answer Options (open question)	Response Count
	26
<i>answered question</i>	26
<i>skipped question</i>	145

43. ICF Switzerland Annual General Meeting (AGM) in November: did you attend?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	14%	21
No	86%	129
<i>answered question</i>		150
<i>skipped question</i>		21

44. If no, what was the (main) reason for not attending?

Answer Options (only one answer allowed)	Response Percent	Response Count
Location too distant	14%	18
Date conflict	47%	61
No time	12%	16
No interest	11%	14
Other:	17%	22
<i>answered question</i>		131
<i>skipped question</i>		40

45. ICF Switzerland Board election - did you vote?

Answer Options (only one answer allowed)	Response Percent	Response Count
Yes	43%	65
No	57%	85
<i>answered question</i>		150
<i>skipped question</i>		21

46. If no, what was the (main) reason for not voting?

Answer Options (only one answer allowed)	Response Percent	Response Count
I forgot about it	10%	9
I didn't know the candidates enough	55%	48
Too complicated	6%	5
No interest	13%	11
Other:	17%	15
<i>answered question</i>		88
<i>skipped question</i>		83

47. Would the following make a difference in your vote participation?

Answer Options (only one answer allowed)	Yes	No	Response Count
Online voting process	108	18	126
Keep paper voting process	12	59	71
Short video presentation of candidates in order to make your choice	104	15	119
Written presentation of candidates (ICFS Website)	75	20	95
Other:			6
<i>answered question</i>			135
<i>skipped question</i>			36

COMPLETING THE SURVEY

48. Any other comments you would like to make about the ICF Switzerland overall?

Answer Options (open question)	Response Count
	34
<i>answered question</i>	34
<i>skipped question</i>	137

49. Please enter your email address if you want to be contacted & the object of your request (optional):

Answer Options (open question)	Response Count
	21
<i>answered question</i>	21
<i>skipped question</i>	150