



First Global Survey of Coaching Clients Reveals High ROI/Satisfaction

Final Report of ICF Global Coaching Client Study now available

Lexington, Kentucky, USA -The first worldwide survey of coaching clients reveals coaching generates a solid return on investment for clients and creates positive changes in client goal areas for both individuals and companies.

Companies that use or have used professional coaching for business reasons have seen a median return on investment of seven times their initial investment*, according to the newly released Final Report of the ICF Global Coaching Client Study commissioned by the International Coach Federation (ICF). Individual clients reported a median return on investment of 3.44 times their investment.

"Whether contemplating using coaching as a business strategy for these precarious times, or looking to achieve personally relevant goals, people will find great value in the results of the ICF Global Coaching Client Study," says Karen Tweedie, PCC1, 2009 president of the ICF, the world's leading professional organization for coaches. "This study shows 86 percent of companies that use or have used coaching report at least a 100 percent return on their initial investment, as well as a significant impact in other client goal areas."

Recognizing the significant knowledge voids that still exist regarding credible research about the coaching client, the ICF commissioned in 2008 independent research firms PricewaterhouseCoopers and Association Resource Centre Inc. to jointly conduct this groundbreaking study which provides comprehensive information about coaching clients, their decision making process and their opinions about professional coaching.

Three distinct phases of research were conducted: qualitative coach research; qualitative client research and quantitative client research. This included a series of 14 in-depth interviews with coaches; five focus groups with 41 client participants; and the key component of the research, a 20-minute online survey of 2,165 coaching clients from 64 countries, conducted September to November 2008.

"This study is the most ambitious global research project to date," Tweedie says. "We sought to gather valuable information from around the world on the coaching profession from the unique perspective of the coaching client. In addition to putting a value to ROI, the study examines client motivations and their assessment of the effectiveness of coaching. We believe this is a huge benefit to coaching professionals and the public."

Tweedie points out that the study shows coaches are clearly doing a good job and clients are seeing a positive change in many of their goal areas. Eighty percent of coaching clients report they have experienced a positive change in self-esteem/self confidence as a result of partnering with a professional coach. In addition to a boost in self-esteem/self confidence, respondents also reported experiencing a positive impact in relationships, communication skills, interpersonal skills, work performance and work/life balance as a result of their coaching partnership.

An overwhelming majority, 82.7 percent, of individuals who have experienced professional coaching report being "very satisfied" with their coaching experience and 96.2 percent said they would repeat it given the same circumstances.

"The bottom line is coaching works!" says Tweedie. "The ICF has promoted the incredible benefits of coaching for nearly 15 years, but now we have this important data to support our claims which is based on independent, comprehensive qualitative and quantitative research."

The Final Report of the ICF Global Coaching Client Study is now available for [purchase](#) at Coachfederation.org. The 85-page Final Report contains the Executive Summary and all conclusions drawn from the study findings. The data is divided on a regional level. Translated versions of the report will be posted shortly and will be available for purchase in French, German and Spanish.

The ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The International Coach Federation is the leading global organization for coaches, with more than 12,800 members in over 90 countries, dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches. The ICF is the only organization that awards a global credential which is currently held by over 5,100 coaches worldwide. For more information on how to become or find an ICF Credentialed coach, please visit our Web site at www.coachfederation.org.

¹ PCC: Professional Certified Coach, credential awarded by the International Coach Federation.

*Results representative of survey respondent sample.