

Life Coaching Statistics

During the first quarter of 1998, the International Coach Federation surveyed 210 coaching clients for demographic data and feedback / opinions about the value and use of coaching. Of these respondents, 197 were employed professionals. All had a formal, on-going relationship with an ICF coach with an average duration of 9 months. Over 80% of the respondents had undergraduate degrees and over a third had Master's degrees or higher.

Highlights of the Survey Results

Value of the coaching investment

- * 70% "very valuable"
- * 28.5% "valuable"

Level of confidence in the coach

- * 50% confidence in their coach (as much as their best friend, spouse or therapist)
- * 12% confidence in their coach (more than anyone else).

Main role of the coach

- * 84.8% sounding board – to listen to them and give honest feedback
- * 78.1% motivator
- * 56.7% friend
- * 50.5% mentor
- * 46.7% business consultant
- * 41% teacher

Typical issues

- * 80.5% time management
- * 74.3% career guidance
- * 73.8% business advice
- * 58.6% relationship / family issues
- * 51.9% physical / wellness issues
- * 45.2% personal issues
- * 39.5% goal – setting
- * 38.1% financial guidance
- * 11% creativity

Outcomes attributed to coaching

- * 67.6% higher level of self-awareness
- * 62.4% smarter goal setting
- * 60.5% more balanced life
- * 57.1% lower stress levels
- * 52.9% self-discovery
- * 43.3% improvement in quality of life
- * 39.5% enhanced communication skills
- * 35.7% project completion
- * 33.8% health or fitness improvement
- * 33.3% better relationship with boss or co-workers
- * 33.3% better family relationships
- * 31.9% increased energy
- * 31.9% more fun
- * 25.7% more income
- * 25.7% stopped a bad habit
- * 24.3% change in career
- * 22.9% more free time

YOU'LL BE AMAZED AT THE POSITIVE RESULTS YOU CAN ACHIEVE WITH A COACH

*The survey was conducted by Amy Watson, Principal, PRO fusion Public Relations, with survey design assistance by Jackie Rieves Watson, Ph.D., professor of Management and Statistics, Amber University.