

Coaching gains a firm hold in SA marketplace

Industry featured prominently in global survey

WORKPLACE STAFF

A GLOBAL survey shows there is an explosion of interest in business coaching in South Africa

The first ever global survey of coaching, commissioned by the International Coaching Federation (ICF), has shown that coaching has gained a firm foothold in the marketplace and now contributes more than \$1,5-billion (about R10-billion) to the global economy.

This is according to Craig O'Flaherty of the internationally-accredited Centre for Coaching at the UCT Graduate School of Business (GSB), which participated in the study in South Africa.

South Africa's coaching industry featured prominently in the survey, with the highest response rate of any country taking part.

"The survey, carried out by

PricewaterhouseCoopers' International Survey Unit (ISU) in 2006 is the first of its kind and has helped to provide a definitive global baseline to use in defining and understanding what is a fairly new profession," said O'Flaherty.

Nearly 6 000 coaches across 73 countries took part in the survey, including the UK, United States, Australia and South Africa.

The findings show that the US remains the dominant market for coaching with just over 50% of respondents coming from that country, reflecting the importance of this market in the development of the industry.

Other highlights include revelations that coaching clients are typically professionals between the ages of 38 and 45.

The study also reveals figures relevant to the role gender plays

within coaching (68,7% of coaches are female) as well as education levels (the average coach is 46-55 years old and 53% of coaches have an advanced level of education such as a master's degree or a PhD).

"The response rate of coaches in South Africa to the survey was the highest of any country taking part at 58,1%, illustrating the degree of interest in this profession in the country," said O'Flaherty.

"South Africa has seen an explosion of coaching with a proliferation of people offering their services as coaches and an increase in the number of programmes and courses on offer.

"The Centre for Coaching alone has had to double the number of courses it offers in 2007 to meet demand."

