

Global survey shows coaching gaining firm foothold in South Africa

Results from the first global survey of coaches show that coaching has gained a firm foothold in the market place and now contributes more than \$1.5 billion to the global economy.

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

The independent survey, commissioned by the International Coach Federation (ICF) and 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.

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

The key findings of the research shows 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 such as that the average annual earning power of coaches is around US\$50 500 and 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 to 55 years old and 53% of coaches have an advanced level of education such as a masters degree or a PhD).

According to Craig O'Flaherty, director of the Centre for Coaching at the UCT Graduate School of Business – the only university based coaching organisation in South Africa to be affiliated to the ICF – the fact that South Africa participated in this ground breaking survey is significant.

"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 at UCT alone has had to double the number of courses it offers in 2007 to meet the demand and now runs courses in three of the country's main cities – the Centre launches its first course in Durban this month."

Janine Everson, senior lecturer at the GSB and academic director at the Centre, said that the ICF survey contributed to the growing body of knowledge about coaching in South Africa and

would give new impetus to the journey that coaching must still make in this country.

"Coaching has some distance still to travel in South Africa," she said. "This would include the introduction of accreditation procedures and qualifications to improve reliability and manage expectations of what coaching is and what it can deliver. The country's participation in the ICF survey is an important step in this regard.

"That we get it right is vital. The importance of coaching as a tool to help us sustain and build on South Africa's change processes cannot be underestimated," she said.

"There is strong evidence now to show that coaching can have an impact at two vital points:

- ❖ improving the performance of leaders and
- ❖ managing the process of change within organisations."

The ICF is a non-profit, individual membership organisation, formed by professionals worldwide who practice business and personal coaching. It is the largest worldwide resource for coaches and the source for those who are seeking a coach.

For more information, please contact Craig O'Flaherty, Janine Everson, Jane or Palesa on (021) 465 9568 or 083 2533102.