

Coaching gains a firm hold in SA marketplace

Industry featured prominently in global survey

BY 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 and now

offers it foundation course, Coaching to Excellence in Durban, Joburg and Cape Town."

■ The internationally-accredited Centre for Coaching at

the UCT Graduate School of Business (GSB) is bringing a two-day coaching workshop to Joburg this October in response to the growing demand for coaching skills in South Africa.

The Coaching to Excellence foundation course is designed to introduce managers and executives to the principals and methods of coaching, giving experience and insights which can be applied immediately in their workplace.

The course is a two-day immersion in the art of coaching conversation and practice designed to give people practical coaching skills they can immediately apply.

The course will take place at Glenhove Conference Centre from October 10 to 12.

■ For more information, contact Shaney on 021-406-1493.

“It helped provide a baseline for understanding new profession”

