

UCT coaching centre doubles number of courses as demand soars

By STAFF REPORTER

Business and personal coaching is becoming a popular career choice in South Africa, forcing tertiary institutions to look at increasing the number of courses they have on offer.

The Centre for Coaching at the University of Cape Town Graduate School of Business has recently doubled the number of courses it offers to meet demand.

According to the first global survey of coaches, released

earlier this month, coaching has gained a firm foothold in the marketplace and now contributes more than \$1.5 billion to the global economy.

More than 6 000 coaches in 73 countries took part in the global survey, commissioned by

the International Coach Federation.

Although the survey found that the US is the dominant market for coaching, South Africa's coaching industry featured prominently.

"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 Craig O'Flaherty, director of the Centre for Coaching.

According to the survey the average age of coaches ranges from 46 to 55, while their clients are professionals between the ages of 38 and 45.

A total of 53% have a masters or doctorate degree, while 68% are female.

