

A survey of coaching clients by The International Coach Federation revealed the following:

VALUE OF THE COACHING INVESTMENT

A landslide of 98.5% of coaching clients said their investment in a coach was well worth the money.

- 70% of clients said their investment in a coach was very valuable
 - 28.5% said their investment was valuable.
 - 1.5% said their investment in a coach had not been valuable.
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COACHING ISSUES

Most clients turn to their coach for help on time management as well as career guidance and business advice. To a lesser but still significant extent, they seek coaching on relationships, family, wellness and spirituality.

Clients, who could select as many choices as were applicable, said they work with their coach on the following issues:

- ❖ Time management: 80.5%
 - ❖ Career: 74.3%
 - ❖ Business: 73.8%
 - ❖ Relationships/Family: 58.6%
 - ❖ Physical/Wellness: 51.9%
 - ❖ Spiritual: 51.0%
 - ❖ Personal: 45.2%
 - ❖ Goal-setting: 39.5%
 - ❖ Financial: 38.1%
 - ❖ Creativity: 11.0%
 - ❖ Other: 01.4%
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RESULTS OF WORKING WITH A COACH

The outcomes that clients most often attribute to their coaching are a higher level of self-awareness and self-confidence, a more balanced life, smarter goal-setting and lower stress levels.

Clients reported experiencing the following outcomes as a result of working with a coach:

- ❖ Self-awareness: 67.6%
- ❖ Setting better goals: 62.4%
- ❖ More balanced life: 60.5%
- ❖ Lower stress levels: 57.1%
- ❖ Self-discovery: 52.9%
- ❖ Self-confidence: 52.4%

- ❖ Improvement in quality of life: 43.3%
 - ❖ Enhanced communication skills: 39.5%
 - ❖ Project completion: 35.7%
 - ❖ Health or fitness improvement: 33.8%
 - ❖ Better relationship w/ boss, co-workers: 33.3%
 - ❖ Better family relationship(s): 33.3%
 - ❖ Increased energy: 31.9%
 - ❖ More fun: 31.9%
 - ❖ More income: 25.7%
 - ❖ Stopped a bad habit: 25.7%
 - ❖ Change in career: 24.3%
 - ❖ More free time: 22.9%
 - ❖ Increased profitability of business: 17.1%
 - ❖ Other: 15.3%
 - ❖ Started new business: 12.9%
 - ❖ Empowered employees: 11.0%
 - ❖ Business turn around: 9.0%
 - ❖ Change in residential location: 5.7%
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