



**2020**

**ICF GLOBAL  
COACHING**

**S T U D Y**

**France**

Slide Deck Notes

October 2020

**2020 ICF Global Coaching Study**  
**Slide Deck Notes**

Slide 1 – NO NOTES

**Slide 2 – Study Details and Key Findings:** This presentation summarizes key findings from the *2020 ICF Global Coaching Study*, with a focus on data collected from respondents in France. This study was commissioned in 2019 by the International Coaching Federation and undertaken by PricewaterhouseCoopers LLP.

Slide 3 – NO NOTES

**Slide 4 – Goals:** The *2020 ICF Global Coaching Study* represents the fourth iteration of ICF’s research on the size and scope of the coaching profession. Since the publication of the benchmarking and follow-up studies in 2007, 2012 and 2016, respectively, the coaching profession has continued to evolve. Moreover, as a growing number of individuals and organizations have adopted coaching, the use of coaching skills and approaches has extended beyond professionally trained coach practitioners to include managers, leaders, and human resources and talent development professionals who apply these competencies in their daily workplace interactions.

**Slide 5 – Survey Process:** PwC conducted the fieldwork for the 2020 Global Coaching Study (marketed at that time as the 2019 Global Coaching Survey) across a seven-month period beginning in May 2019. The survey closed on December 2 - right before the COVID-19 pandemic changed the world forever. This research represents a new benchmark for us – the last global survey of the coaching industry conducted entirely before the dramatic changes COVID-19 has made to how we live and work.

ICF and PwC adopted multiple strategies to encourage the widest possible participation. The survey was available in nine languages: English, French, German, Italian, Japanese, Korean, Mandarin, Portuguese and Spanish.

**Slide 6 – Survey Outcomes:** Efforts to maximize participation in the study proved very successful. With 22,457 valid responses from 161 countries, this represents the largest coaching industry research study in recent history. More than 15,300 ICF Members and 6,900 non-members completed the survey.

**Slide 7 – Global Reach:** Fifty-two countries/territories achieved 100-plus survey responses each. This enable PwC to produce customized survey data as presented in this slide deck.

Slide 8 – NO NOTES

**Slide 9 – The Coaching Continuum:** In 2012, respondents were included in or excluded from the survey based on their response to the following question: “Are you a professional coach?” The intervening years have seen a growing number of individuals and organizations apply coaching approaches and skills outside the context of traditional coaching engagements. As such, this binary is no longer sufficient. This is why, beginning for the 2016 study, respondents were asked a follow-up question where they selected which of the following best describes what they primarily do:

- External coach practitioner
- Internal coach practitioner
- Both an external coach practitioner and an internal coach practitioner
- No longer coaching at this time and do not plan to coach in the future
- A human resources/talent development manager/director who uses coaching skills
- A manager/leader who uses coaching skills
- None of the above

Respondents answering “none of the above” were screened out; all others were broadly classified into two categories: coach practitioners and managers/leaders using coaching skills. Both groups reside along the coaching continuum, which accounts for the wide range of modalities in which coaching approaches and competencies may be applied.

**Slide 10 – Generation:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills. In order to determine the generational bands, respondents were asked in what year they were born.

**Slide 11 – Gender:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 12– Formal Education:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills. Primary level (i.e. completed education before university); Secondary level (i.e. hold a bachelor's degree); Third level (i.e. hold a more advanced degree such as a master's or doctoral degree).

**Slide 13 – Years of Coaching Experience:** Red = Local Data, Blue = Global Data, This slide ONLY shows data for coach practitioners.

**Slide 14 – Coaching Specialty:** Red = Local Data, Blue = Global Data, This slide ONLY shows data for coach practitioners.

**Slide 15 – View of Coaching:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 16 – Importance of Credential:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 17 – Profile of Coaching Engagements:** Left side of slide; Data on length of typical coaching engagements. Right side of slide; Data on length of typical coaching session. This slide shows data for coach practitioners.

**Slide 18 – Coaching Methods:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners.

Slide 19– NO NOTES

**Slide 20 – Key Statistics – Global:** Currently, there is not an accepted, globally inclusive list of individuals on the coaching continuum. Consequently, it was necessary to estimate the number of coaches, both globally and by region, using a combination of known total ICF membership numbers combined with estimated membership numbers of other organizations and survey responses, based on a membership ratio method. Using this method, it was estimated that there are approximately 71,000 coach practitioners and 15,900 managers/leaders using coaching skills worldwide. The estimate for managers/leaders using coaching skills should be viewed as strictly indicative and subject to a higher level of uncertainty than the figures for coach practitioners. When asked about their current level of coaching activity, 90% of coach practitioners indicated they have active clients at this time. This distinction is important because only active coaches were allowed to provide statistics on annual revenues, fees per 1-hour session, hours worked and number of clients. Total revenue from coaching is derived by multiplying the number of coaches with active clients by the average annual revenues they generate from coaching. Therefore, at this time, coaches are generating approximately \$2.85 billion USD in annual revenue.

**Slide 21 – Key Statistics – Western Europe:** This contains the same type of data as the previous slide. On this slide the data is for Western Europe.

Slide 22 – NO NOTES

**Slide 23 – View on Regulation:** Pie chart = local data, Global Benchmark at right = global data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 24 – Method of Regulation:** Gray and Green = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 25– Obstacles for the Profession:** Red = Local Data, Blue = Global Data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 26 – Opportunities for the Profession:** Red = Local Data, Blue = global data, This slide shows data for coach practitioners AND managers/leaders using coaching skills.

**Slide 27 – The Final Report:** This presentation has summarized key findings for France from the 2020 ICF Global Coaching Study. Detailed global analysis and statistics can be obtained from the final report, which is available for purchase at [Coachfederation.org/2020study](https://www.coachfederation.org/2020study). At that same landing page, you will find a free executive summary of the 2020 study.

Slide 28 – NO NOTES

Slide 29 – NO NOTES