



2020

ICF GLOBAL COACHING STUDY

France

Study Details and Key Findings

France



The Project



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STUDY



Goals

- Build on earlier industry research efforts (2016, 2012 and 2007)
- Determine the size and scope of the coaching profession
- Collect insights from growing population of managers/leaders using coaching skills

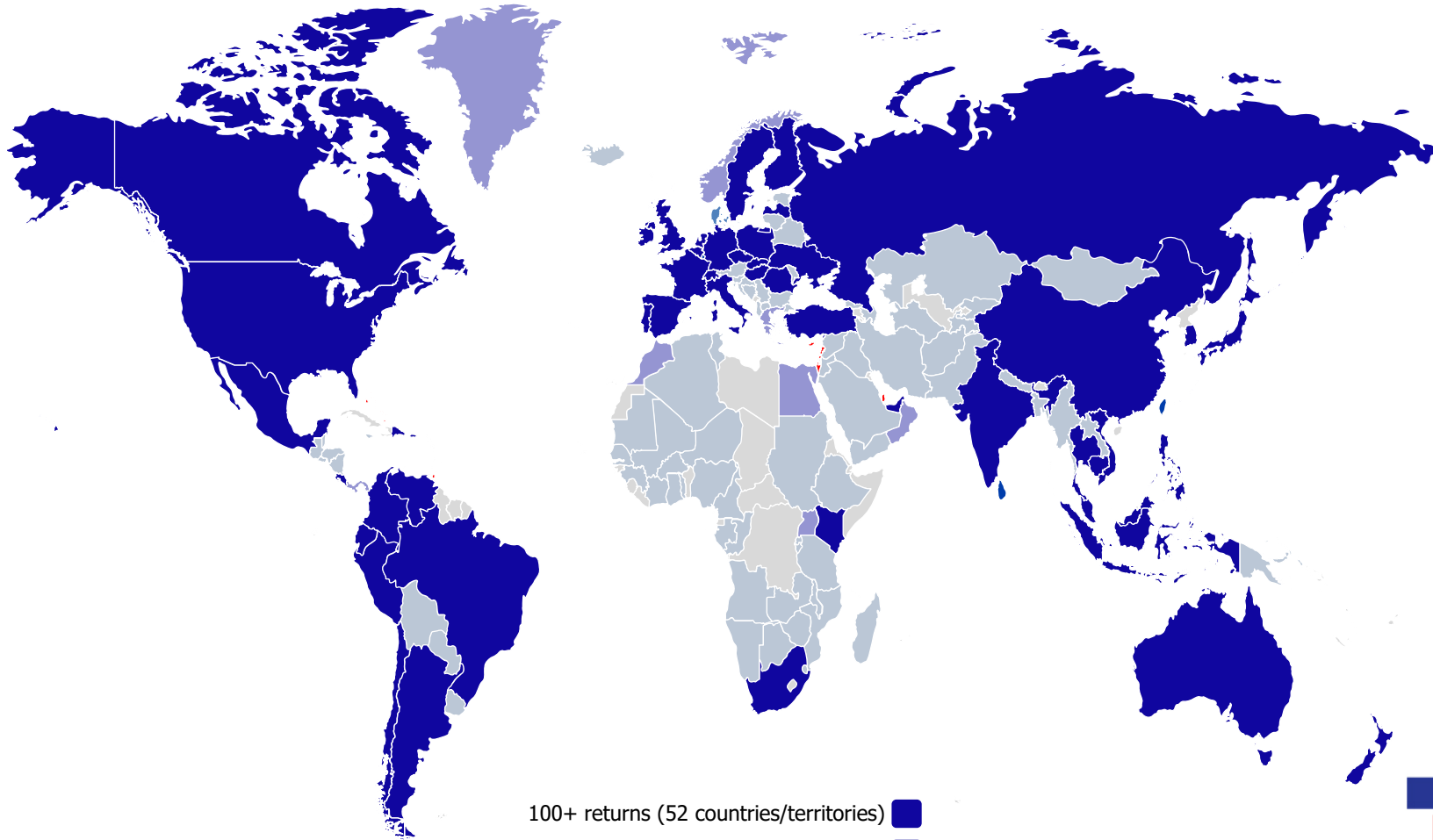
Survey Process




- PwC conducted the fieldwork from June–December 2019
- Available in nine languages
- Promoted through an intensive email and social media campaign

Survey Outcomes

- 22,457 valid survey responses
- 161 countries and territories
- 52 countries/territories with 100-plus survey responses each
- Survey closed right before COVID-19 pandemic
- It is the last and best possible snapshot of the coaching industry pre-pandemic
- The study is the largest coaching industry research in history

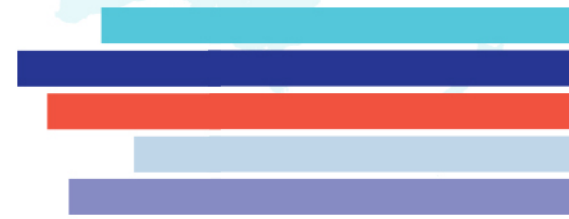
Global Reach



100+ returns (52 countries/territories) 
50-99 returns (8 countries/territories) 
Fewer than 50 returns (101 countries/territories) 

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Main Findings: The Coaching Continuum

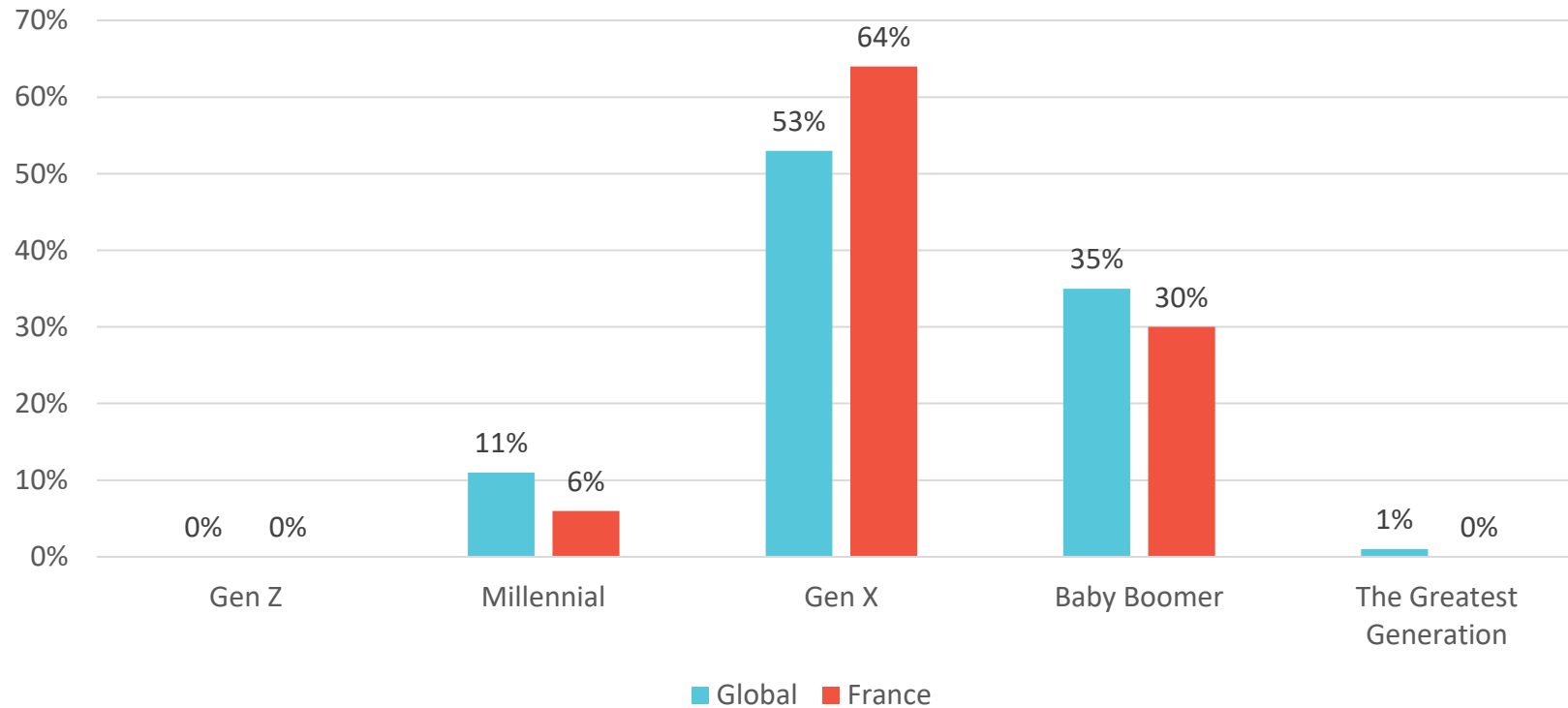


The Coaching Continuum

- 2020 study classified coaches based on self-identification as a professional coach (Y/N)
- Coaching continuum accounts for a wider range of modalities in which coaching approaches and competencies may be applied
 - One end: Managers/leaders who apply coaching skills and approaches in the workplace
 - Other end: Trained, professional coach practitioners

Generation

To which of these age groups do you belong?



Generation Z

1997 – present (23 years and younger)

Millennials

1982 – 1996 (24-38 years old)

Generation X

1965 – 1981 (39-54 years old)

Baby Boomer

1946 – 1964 (55-73 years old)

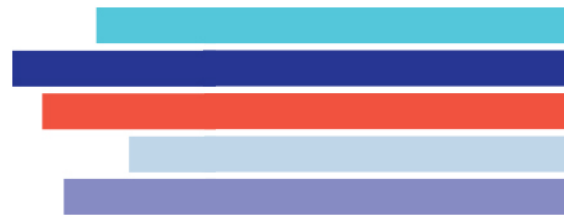
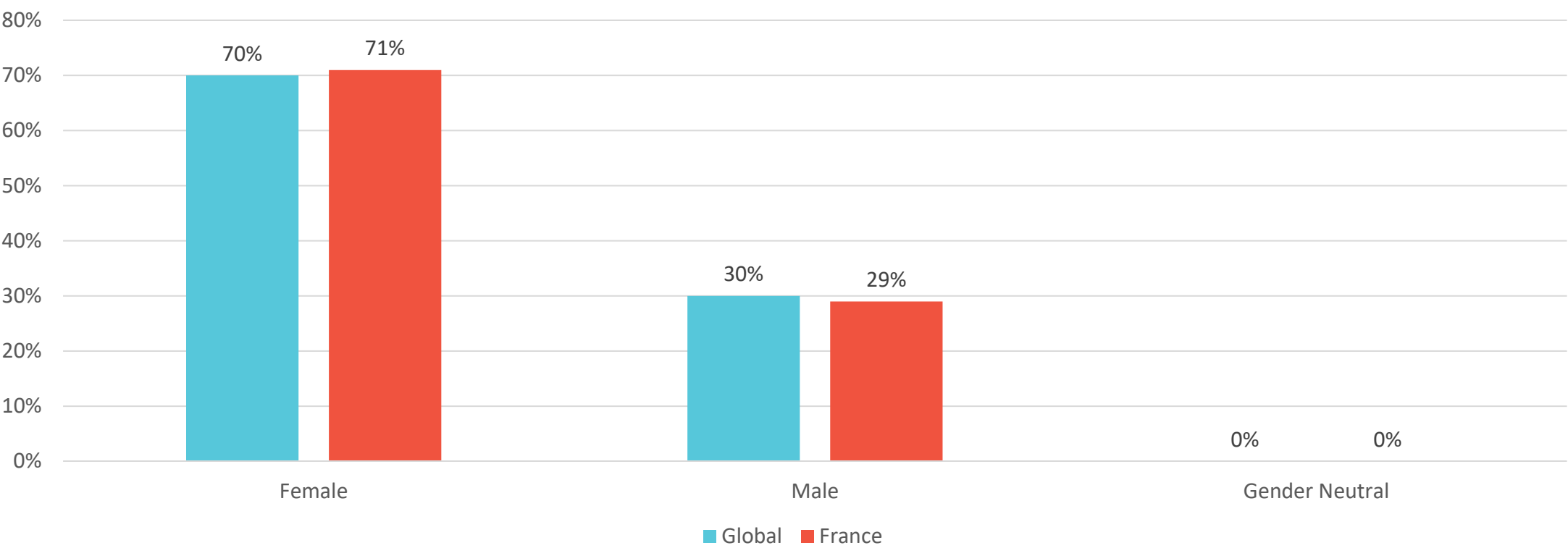
The Greatest generation

Pre 1946 (74 years and older)



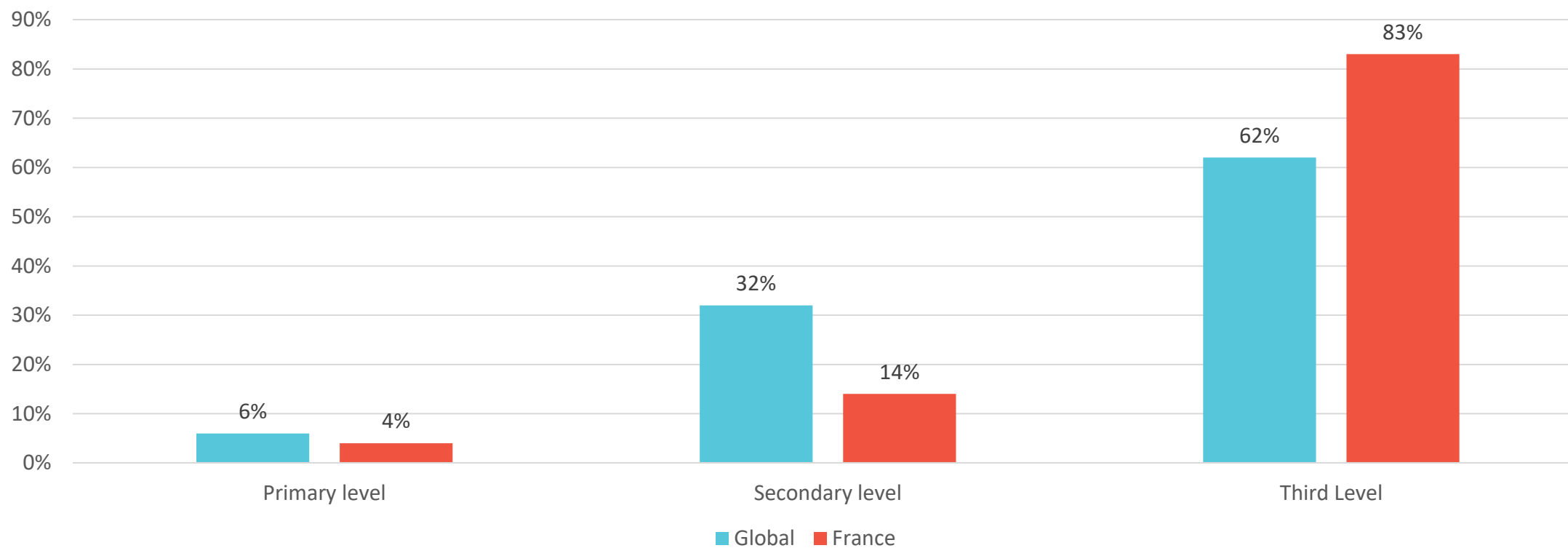
Gender

What is your gender?



Education

What is the highest level of formal education that you have?



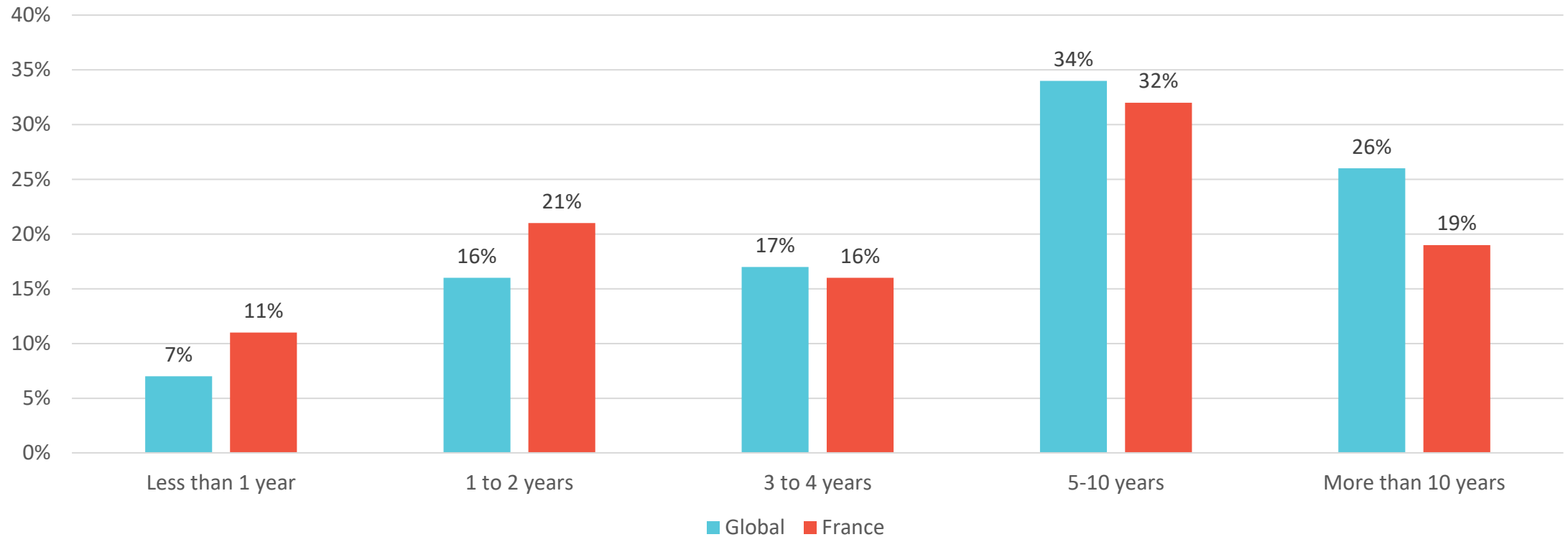
Global: 22,457

France: 832



Coaching Experience

How long have you been coaching?



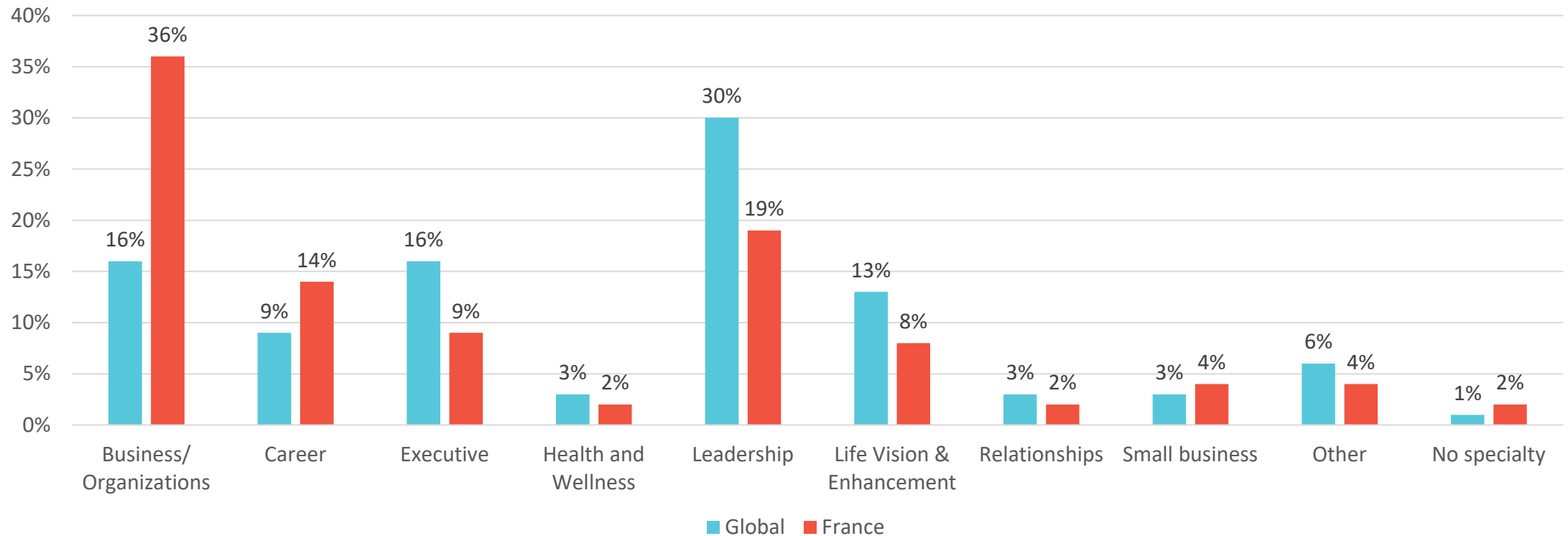
Global: 18,481

France: 755



Coaching Specialty

Please indicate which of the following coaching areas you regard as your main area of coaching



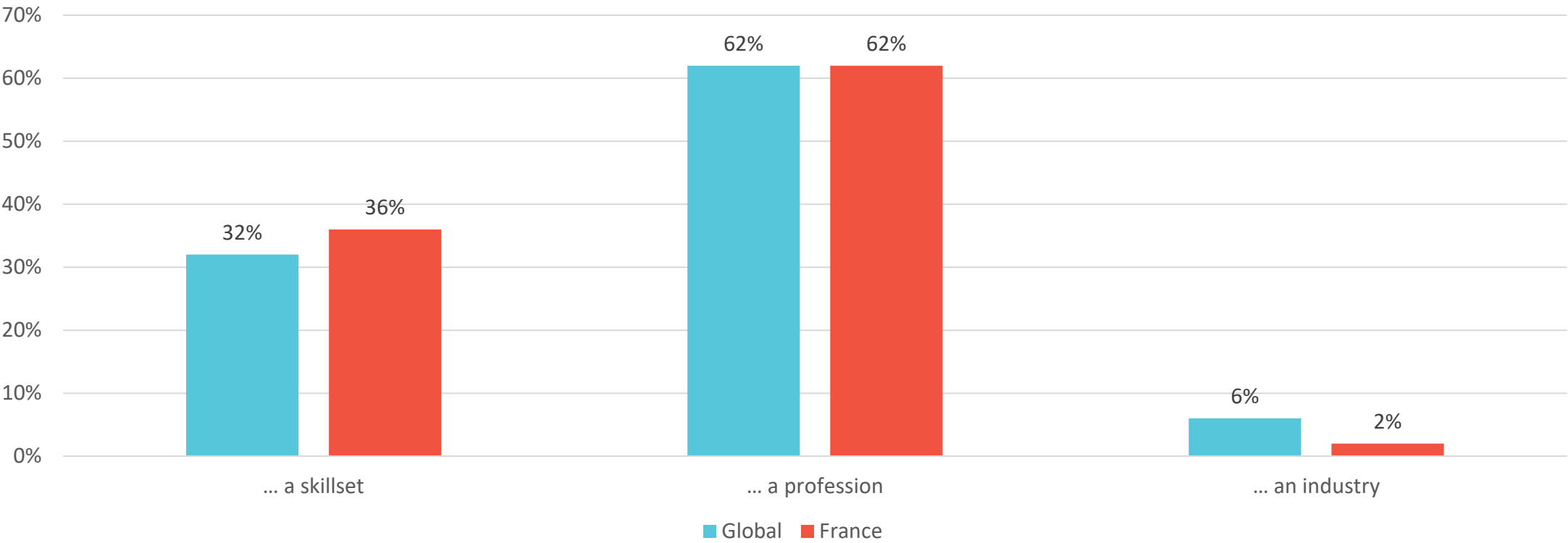
Global: 16,578

France: 675



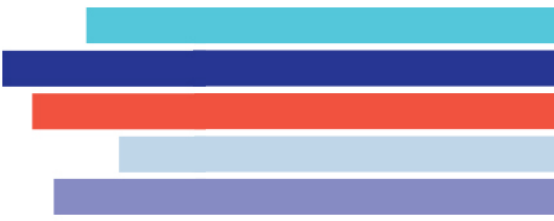
View of Coaching

“I view coaching as...”



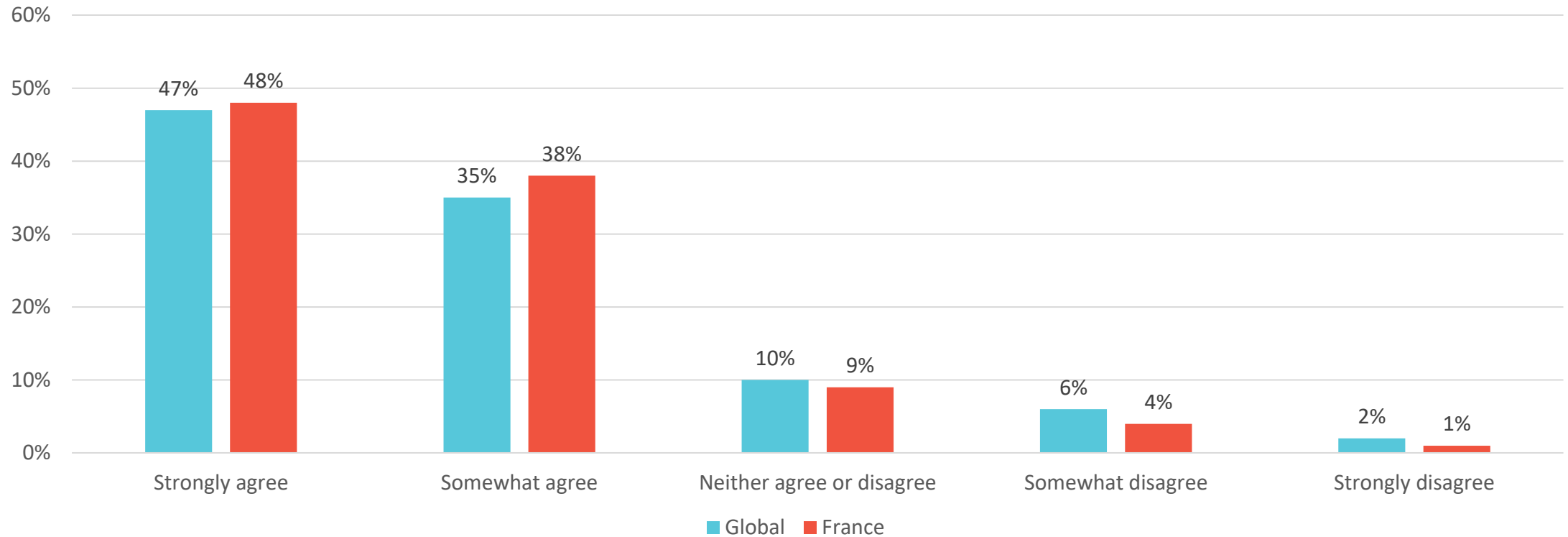
Global: 22,457

France: 832



Importance of Credentials

To what extent to you agree or disagree that the people and organizations who receive/use coaching expect their coaches to be certified/credentialed?



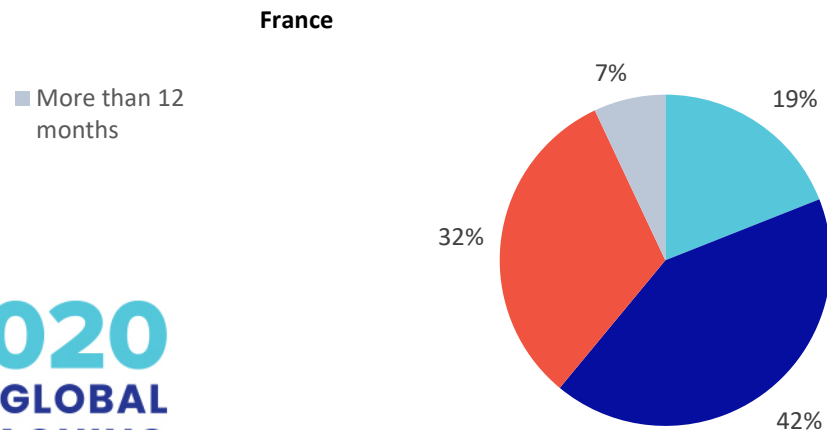
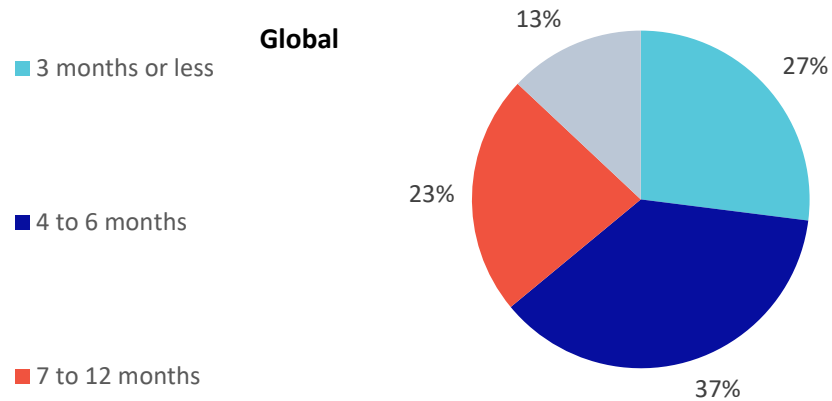
Global: 22,457

France: 832



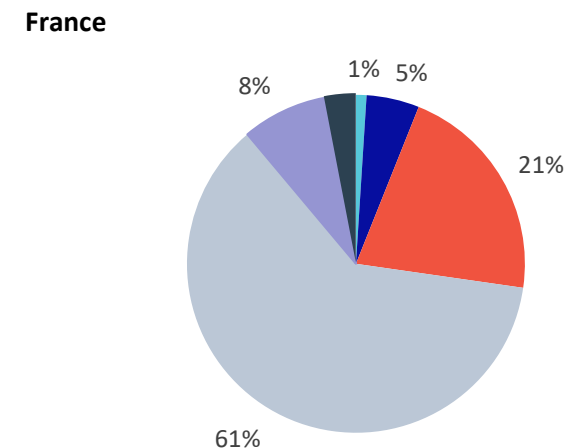
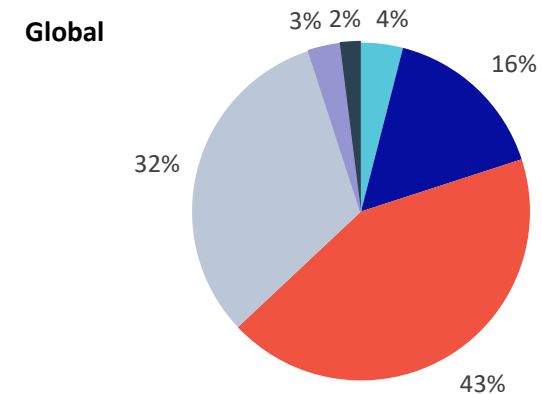
Profile of Coaching Engagements

Please indicate the proportion of your typical **coaching engagements** that fall within the following categories



Global: 16,578

Please indicate the proportion of your typical **coaching sessions** that fall within the following categories



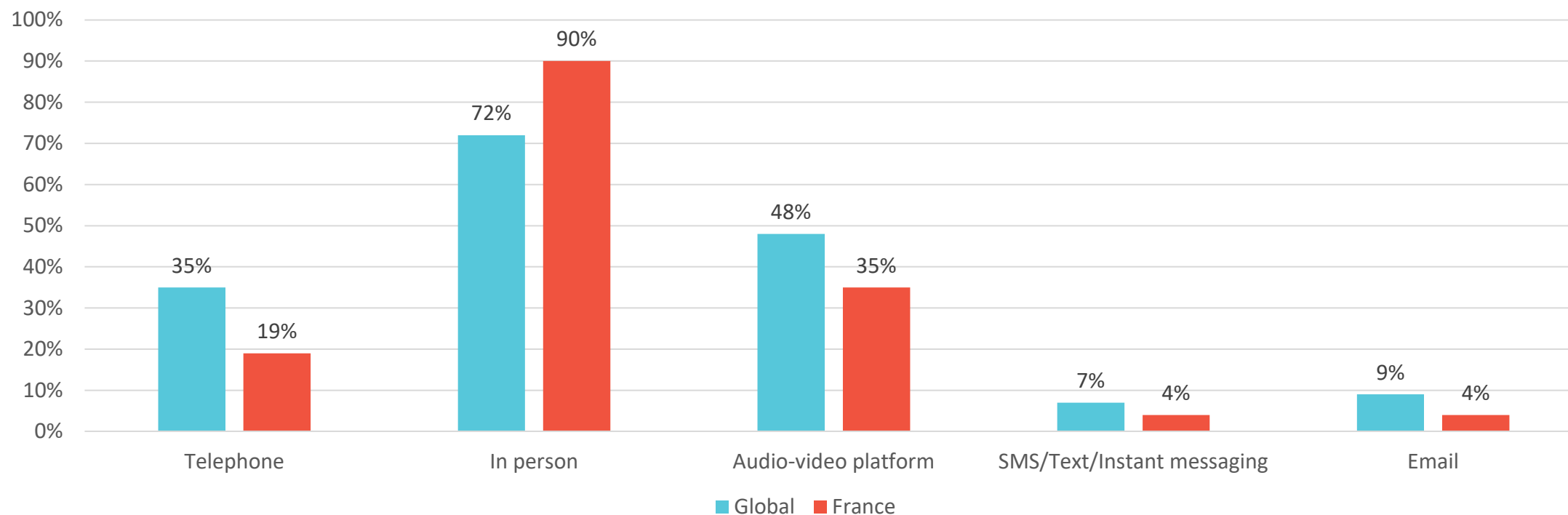
France: 675

- 30 minutes or less
- 31-59 minutes
- 1 hour
- 1 to 2 hours
- 2 to 3 hours
- More than 3 hours

Coaching Methods

How often do you use each of the following methods to coach active clients?

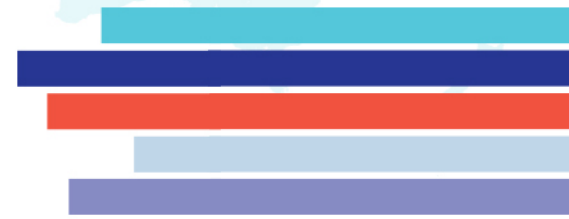
Used “frequently” or “always”



Global: 16,569

France: 675

Main Findings: Size of the Profession



Key Statistics–Global



Total Annual Revenue (USD)

\$2.904 billion

Average Annual Revenue (USD)

\$47,100

Memberships

ICF

68%

None

22%

Other

8%

Unsure

2%



Credentials

ICF

57%

None

28%

Other

12%

Unsure

3%



Average fee per 1 hour coaching session (USD)

\$223

Average weekly coaching hours

12.1

Coaching Continuum

Coaching Practitioner

71,000

Managers and Leaders

15,900



Average number of active clients

11.7

Average number of years coaching

7.2



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Key Statistics–Western Europe



Total Annual Revenue (USD)

\$912.5 million

Average Annual Revenue (USD)

\$51,100

Memberships

ICF	74%
None	16%
Other	9%
Unsure	1%



Credentials

ICF	62%
None	23%
Other	12%
Unsure	3%



Average fee per 1 hour coaching session (USD)

\$273

Average weekly coaching hours

11.9

Coaching Continuum

Coaching Practitioner	20,400
Managers and Leaders	2,800



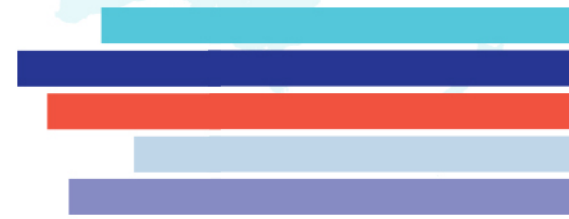
Average number of active clients

11.1

Average number of years coaching

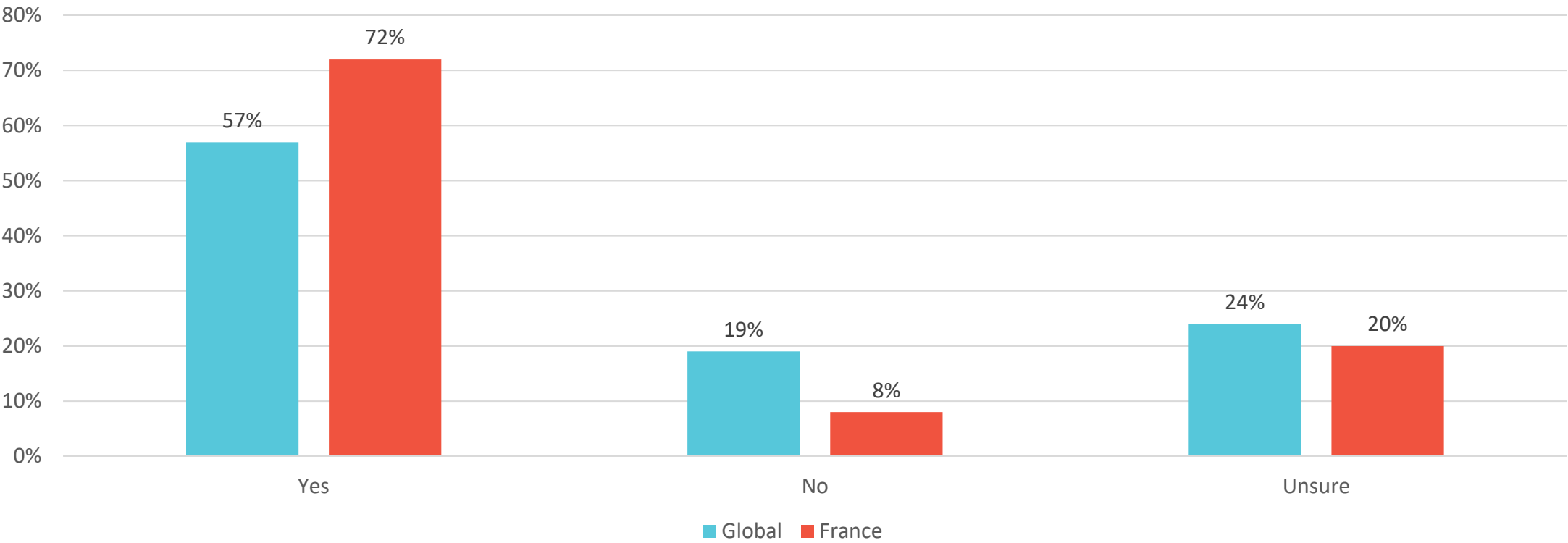
7.6

Main findings: Key Issues and Future Trends



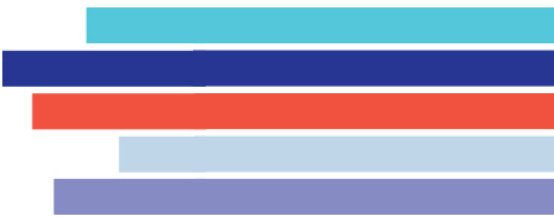
View on Regulation

Should coaching become regulated?



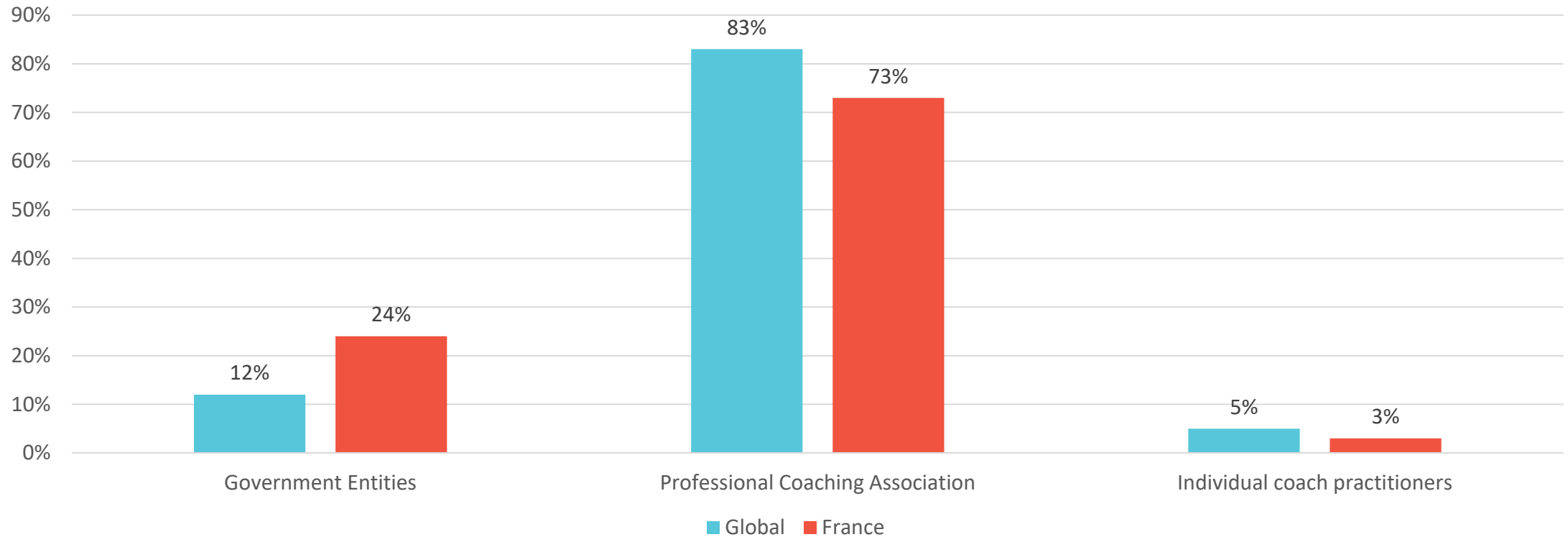
Global: 21,573

France: 792



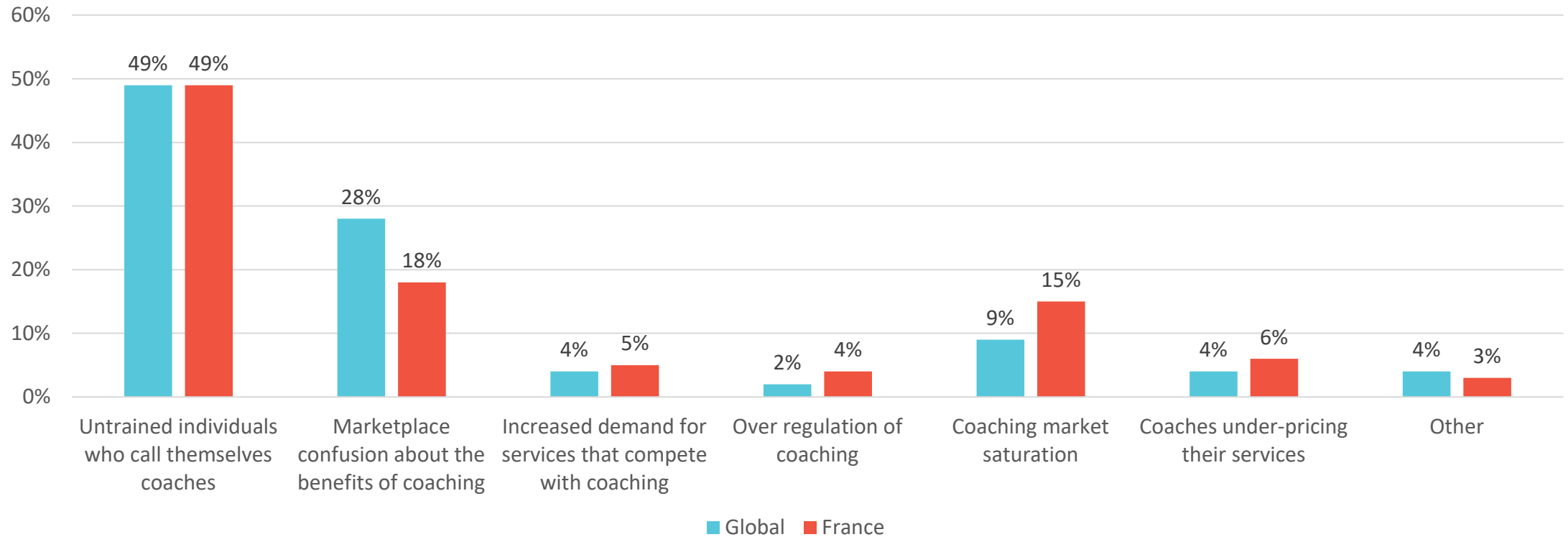
Methods of Regulation

Who would be best to regulate the coaching industry?



Obstacles

What do you believe to be the biggest obstacle for coaching over the next 12 months?



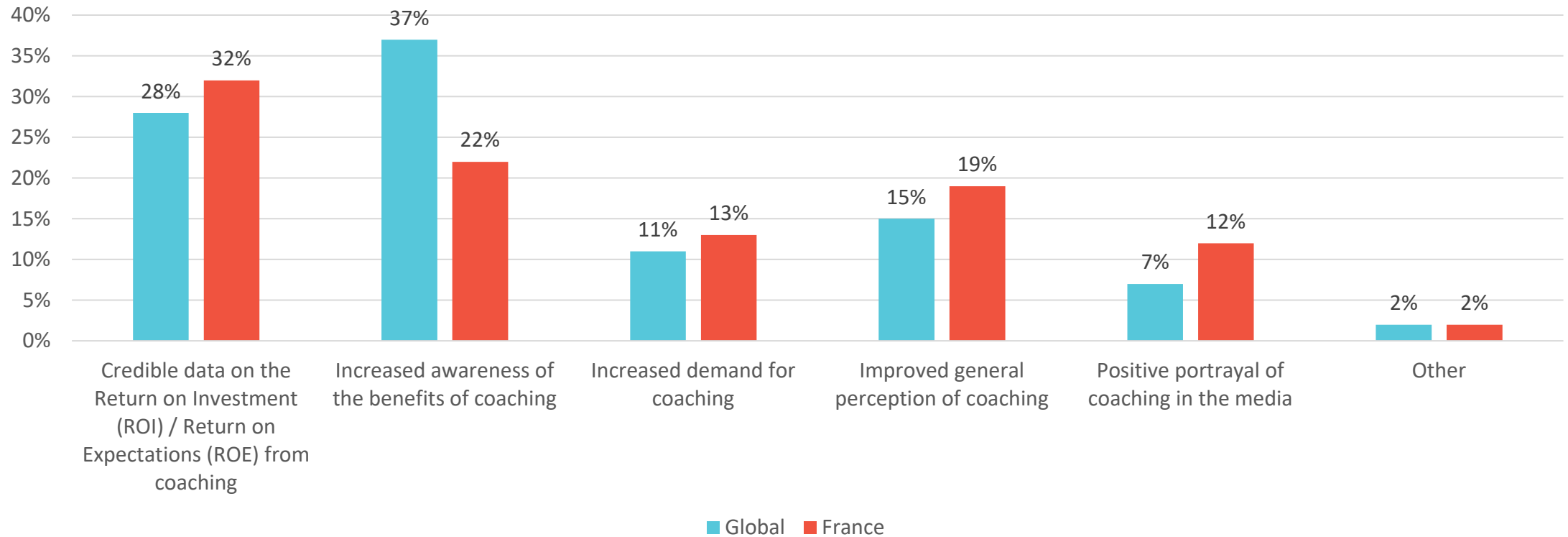
Global: 21,471

France: 791



Opportunities

What do you believe to be the biggest opportunity for coaching over the next 12 months?



Global: 21,446

France: 791



Final Report

- Introduction
- Size and Scope of the Profession
- Summary Business Indicators
- Coach Practitioners
- Managers and Leaders Using Coaching Skills
- Data Tables
- Technical Appendix

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NOTE: The figures presented in this report are based on survey responses and therefore rely on the accuracy of the data provided by the survey respondents.

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