



ASSOCIATION FOR COACHING

UK Coaching Viewpoint

2013



INTRODUCTION

The Association for Coaching (AC) in the UK invited members to participate in a survey in late 2012 and those that responded were asked to express their views on areas such as supervision, coach CPD, challenges and opportunities for the profession. A total of 273 coaches participated in the online survey. To gain insight into the current profile of coaching practice in the UK respondents were asked about their practice including current rates, client groups and hours of practice. This report summarises key insights from the survey.





RESEARCH FINDINGS

At the time of completing the survey 97% of respondents were currently providing coaching services with 75% providing at least 5 hours of coaching per month and 49% providing over 10 hours per month.

Services were primarily delivered as a private provider or as a hybrid of this and within an organisation retaining the service of the coach (see figure 1).

What is the best description of how you provide coaching services?

OPTION 1:	Within an organisation you are employed by	14.8%
OPTION 2:	Within an organisation that retains your services	4.4%
OPTION 3:	As a private provider of coaching services	48.5%
OPTION 4:	A mix of options 1 & 3	9.2%
OPTION 5:	A mix of options 2 & 3	23.1%

Figure 1: Coaching services provided by respondents

Results showed that coaches were providing a diverse range of coaching services however manager and executive level were primary areas of supply at 72% and 64% respectively (see figure 2). Unsurprisingly in the current climate a number of coaches identified redeployment support and career coaching as part of their current activity. There was an upward trend in coaches including supervision coaching as part of their offering. Areas such as creativity, musical performance, performing arts and education were identified.

RESEARCH FINDINGS

What types of coaching services do you currently offer to clients?

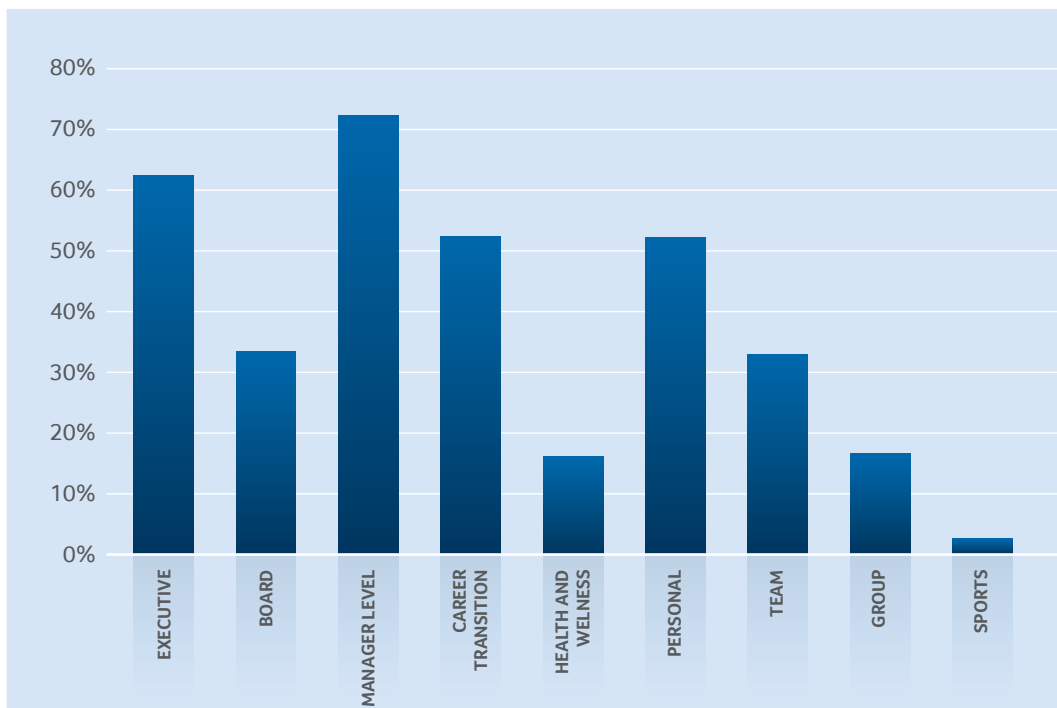


Figure 2: Coaching services offered to clients

PROFESSIONALISING COACHING PRACTICE

The number of coaches who participate in formal supervision is increasing. The majority of respondents (61%) stated they currently had a coaching supervisor. Active continuous professional development as a coach was a trend in 2012 with 73% of respondents undertaking at least 20 hours of CPD. The vast majority of coaches responding, 81%, held a formal coaching qualification.

COACHING OUTLOOK 2013



CHALLENGES

A range of challenges were identified for coaches/coaching over the next 12 months. The economy coupled with cuts in organisational spend on coaching were identified most frequently as a key challenge by respondents. Specific concerns related to getting new clients and referrals and the maintenance of a suitable client base.

The second most prevalent theme from responses received centred around the professionalism of coaching, including the lack of consistent recognition for the profession, unqualified practitioners, and practitioners from other fields moving into coaching. There were also concerns regarding how the coaching profession retains a distinct profile in the market and is able to clearly define the coaching offering as distinct from other practices.

The ability to demonstrate the value of the coaching intervention and support the investment made in coaching was identified as a challenge.

OPPORTUNITIES

Respondents had mixed ideas about the opportunities for 2013. Interestingly one of the key challenges identified was also seen as an opportunity for coaches in 2013. The economy and the impact that the current financial situation has had is seen as a potential area of increased coaching need. Specifically respondents noted the need for change; transition related personal coaching and organisations commissioning outplacement based activities. Clients seeking new career paths and leaders requiring support in their leadership in a new landscape were also highlighted. Optimistically a number of respondents talked about coaching for the upturn, preparing and supporting new businesses.

The second opportunity area identified was regarding the increasing credibility of coaching and the increase of traction as a recognised business based practice. Building on this, some respondents talked about supporting the creation of coaching cultures within organisations and the opportunity to make clearer links and alignment to organisational development and leadership programmes.

COACHING OUTLOOK 2013



The opportunity to formalise and regulate the coaching profession was key for many respondents who talked about opportunities including a universal competence framework, alignment of coaching bodies, harmonisation and clear, shared professional standards. In terms of regulation of coaching, the AC favours self regulation, not external regulation. Our aim is to increase professionalism and promote best practice, raising the awareness and standards of coaching worldwide.

Also popular was the idea of specialisms being a real opportunity in 2013, seen by many as a way to be successful in an overcrowded market of coaching practitioners, by complementing the services of others. Niche areas informing coaching practice included positive psychology, resilience, neuroscience, social media, team/group coaching, healthy living/health, sports and families and education. Increasing the opportunity of coaching groups that may not have previously accessed coaching was highlighted, particularly young people and the unemployed.

CONCLUSION

The viewpoints summarised in the report are those held by members participating rather than the views held by the AC as a professional coaching body.

The coaching profession continues to evolve. The AC is keen to support the furthering of research into coaches and coaching practice, and through our member survey we feel a valuable contribution can be made by gaining an insight into the broader coaching landscape.

The AC in the UK looks forward to building on this research in future reports and welcomes any comments or feedback from members and the wider coaching profession.

ACKNOWLEDGMENTS

The UK team at the Association for Coaching would like to extend thanks to all members that took the time to participate in the survey.

Please forward any comments or questions regarding this coaching report, or on our broader UK research agenda within the Association for Coaching, to:

ELOUISE LEONARD-CROSS, HEAD OF RESEARCH

elouise@associationforcoaching.com



ABOUT AC

The Association for Coaching® (AC) is a leading independent, and not-for-profit professional body dedicated to promoting best practice and raising the awareness and standards of coaching, worldwide.

“ Our purpose is to inspire and champion coaching excellence, to advance the coaching profession, and make a sustainable difference to individuals, organisations, and in turn, society. ”

The AC is an inclusive body for the coaching profession, not just coaches. This includes a full array of membership types - from Coaches through to Providers of coaching and coach training, Academic institutions, Not-for-Profits, and large global organisations, or Corporates, building coaching cultures. Each type of membership offers its own type of benefits and services.

For Coaches, we welcome those just starting out on their development journeys, all the way through the most advanced professionals the industry offers.



Thank You

