

Why Coaching Works

There are an estimated 47,500 professional coaches across the world bringing in an annual income close to **\$2 billion** each year.

How has coaching grown so rapidly? **Because it works!**

99% are satisfied with the overall experience.

In fact, 96% indicated they would repeat the process given the same circumstances that prompted them seeking a coach in the first place.



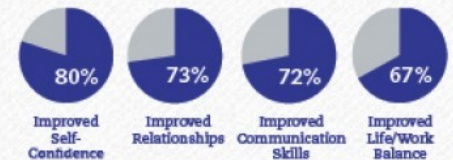
Increased Productivity

Professional coaching explicitly targets maximizing potential and in doing this unlocks latent sources of productivity and effectiveness. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience in the face of growing complexity and uncertainty.



Positive People

In the face of uncertainty caused by workforce reductions and other factors, expectations remain very high. Restoring self-confidence and self-trust to face the challenges is critical to meet organizational demands.



Return on Investment

The coach-client relationship generates learning and clarity for forward action with a commitment to clear measurable outcomes. Coaching offers a good return in investment for individual clients and offers a significant return on investment for companies.



Source: 2009 ICF Global Coaching Client Study



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Formed in 1995, today the International Coach Federation (ICF) is the leading global organization, with more than 20,000 members, dedicated to advancing the coaching profession by setting high professional standards, providing independent certification, and building a network of credentialed coaches. We exist to support and advance the coaching profession through programs and standards supported by our members and to be an authoritative source on coaching information and research for the public.