

Christine Seiger & Hansjörg Künzli
Swiss Coaching Market Survey 2010
Summary

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A full report on the study is available in German here: <http://pd.zhaw.ch/hop/544183222.pdf>

In February 2011, as part of the second *Coaching Market Survey* conducted by the School of Applied Psychology at the Zurich University of Applied Sciences (ZHAW), 207 coaches in Switzerland were asked to complete an online survey about their coaching activities in the previous year and to rate potential trends. The main focal point of the survey was whether the coaches believed that coaching activities could also entail risks and undesired effects. The survey was conducted in German (79%), French (8%) and English (13%).

Coaches. A total of 207 coaches took part in the survey. However, not all the respondents answered all of the questions, which is why the sample size varies per question between 131 and 207.

The average age of the coaches is 49 (between 32 and 70) and they have an average of around 8 years' coaching experience ranging widely from 6 months to 30 years. Most respondents live in Zurich and are members of a professional association: Of 141 respondents, only 20 are not members of a professional association.

Some 83% of the coaches have a university or college degree and 96% have a coaching qualification. Moreover, they continue to expand their knowledge: In 2010, 78% of the coaches invested in coaching-related training courses. The respondents (75%) attach importance to a protected professional title.

Coaching activities. Coaching activities account for an average of 30% of the coaches' total workload, alongside other activities such as training and education, team development and company consulting. Coaching is mainly offered as an out-of-house service dealing with professional concerns, and is increasingly supported by media such as the telephone, Internet and Skype. The methods used are primarily systemic and solution-oriented.

In 2010, a coach supervised an average of 12 individual coaching processes, each comprising an average of 8 sessions of 82 minutes. Hourly rates varied greatly, with the average being CHF 203 per hour. In 2010, a coaching process cost a total of CHF 2,219, an increase of almost CHF 300 compared to the previous survey.

Clients. Clients are equally likely to be men or women and come from a range of managerial and functional levels and industries, primarily the healthcare, social, business and education sectors.



Trends. Around 43% of respondents held more coaching sessions in 2010 than ever before, and 47% expect demand to increase in 2011. In future, coaches expect greater flexibility, a wider variety of methods, a greater willingness to try new media as well as greater knowledge of health issues, burn-out, work/life balance and intercultural skills. In other words, the boom in coaching and coaching-related training and education seems to be continuing unabated. What's more, it is extending to ever more fields of practice.

Focal point. Little systematic research has been conducted so far into the potential risks and undesired effects of coaching. However, 60% of participating coaches believe they are a possibility, and almost half have already either experienced or observed side effects in themselves or others (experienced themselves: 17%; seen in clients: 17%; seen in the client's social circle: 17%; other 3%). Examples include burn-out or loss of energy in a coach, client dependency or tension in the client's social circle.

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Outlook. The next market survey will be dedicated to the topic of coaching in different fields of practice¹. We look forward once more to a good response from coaches.

¹ See also the 2nd International Coaching Research Conference "Coaching meets Research" (www.coaching-meets-research.ch), which is being held in June 2012 under the tagline "Focus on fields of practice".