



New Zealand Survey of Executive Coaching

August 2018



Welcome

Welcome,

In its various forms, coaching is widely accepted as one of the most effective development tools for individual and team development and it is used widely across the world as well as in New Zealand.

Global surveys of the profession are conducted regularly by various professional bodies. However, it is rare to find any specific data relating to coaching here in New Zealand.

During June and July 2018, Winsborough and I teamed up to conduct the first survey of its kind for 10 years. Our purpose was to understand the current state of coaching in New Zealand and to establish a benchmark position for our coaching community.

The survey was specifically designed to be shared with the community as part of our contribution to coaching in New Zealand. (If you do share it, please credit the sources.)

Finally, many thanks go to the team at Winsborough, and to my team who have worked on this extensively over the last few weeks. I hope you find the results both interesting and useful .

Chris Johnson

Introduction and methodology



- A questionnaire based survey designed specifically for New Zealand coaches. The survey was undertaken in June-July 2018 in conjunction with the team at Winsborough.
- All types of coaches were welcome to apply. Respondents came from ICF members, the HR community and personal networks.
- In total, the survey attracted 90 fully completed replies from across New Zealand.
- Data received was checked and validated to ensure consistency. Partial or incomplete data was excluded and results are shown as % or absolute numbers
- This was the first survey of New Zealand coaches in the last 10 years.



Key findings

- The majority of coaches were aged 50-59 years, and came from a wide variety of backgrounds.
- 43% had 10 years plus experience of coaching.
- Approximately 60 % of respondents were female and 40 % male.
- 60% plus were sole practitioners and 78% described themselves as an Executive Coach.
- Majority were engaged as external contractors and their primary area of focus was on 'development'.
- Just over half were members of a recognised body. The ICF was the most popular.



Key findings cont'd

- Over 60% had a formal coaching qualification
- Most popular delivery mechanism was in person (90%) and video conference (80%). Many coaches used both methods.
- Approx. 1/3 of coaches followed a recognised methodology; whilst 1/3 developed a unique approach dependent on clients needs.
- Majority of coaching was focussed at tier 2 & 3 leaders.
- The main alternative development activity was to send leaders on a development programme.
- Charging by the hour was the most popular method. Approximately 1/3 of coaches charged less than \$200 p/hour.

Coach demographics



● Female ● Male

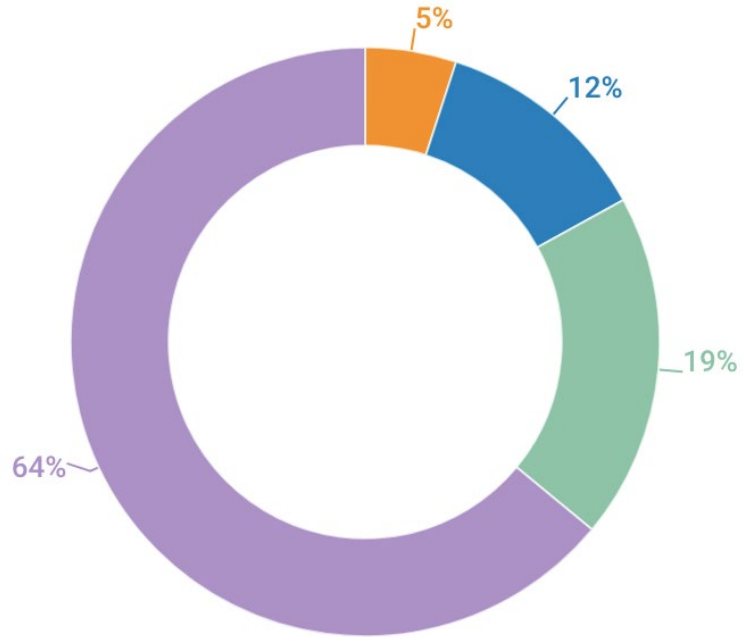
Coach gender



● 20-29 years ● 30-39 years ● 40-49 years ● 50-59 years ● 60+ years ● N/A or prefer not to say

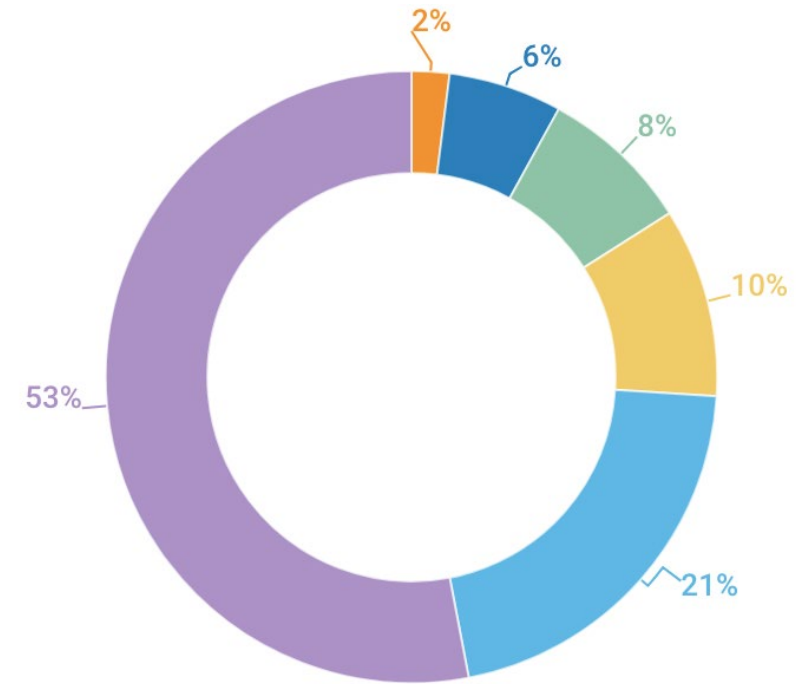
Coach age

Coach descriptions and background



- N/A / I am not a coach
- In-house coach / part of company
- Other
- Sole practitioner

Coaches describe their backgrounds as:



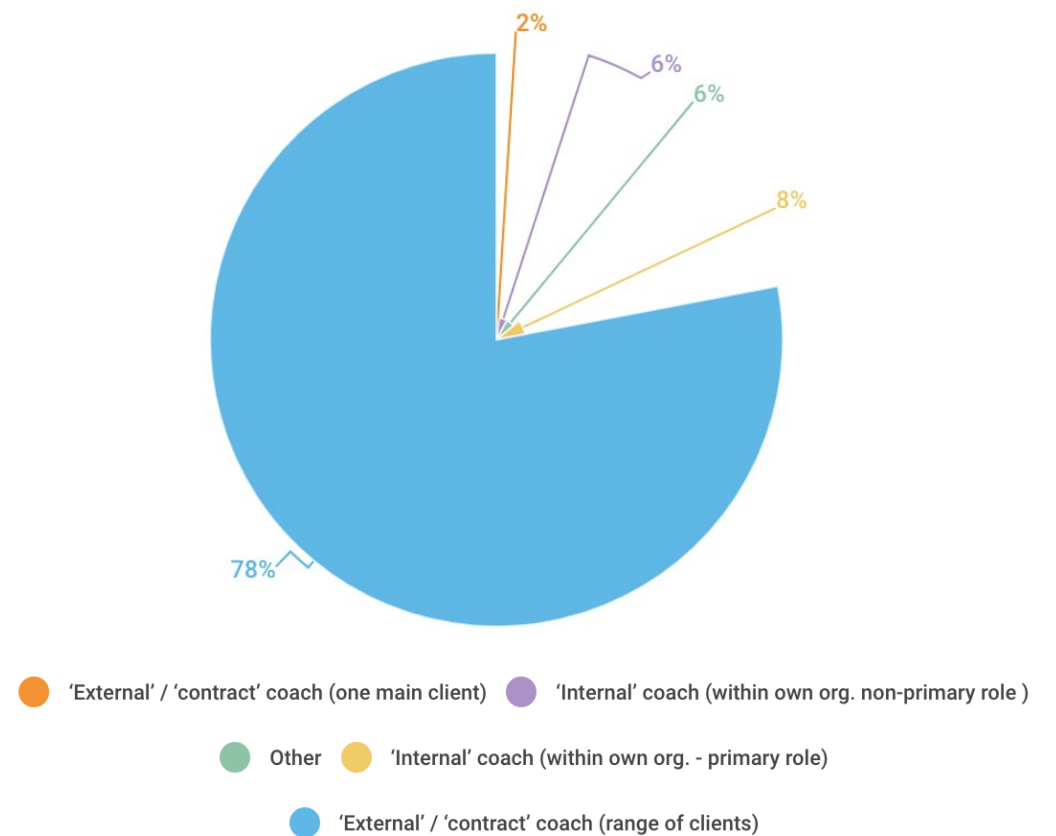
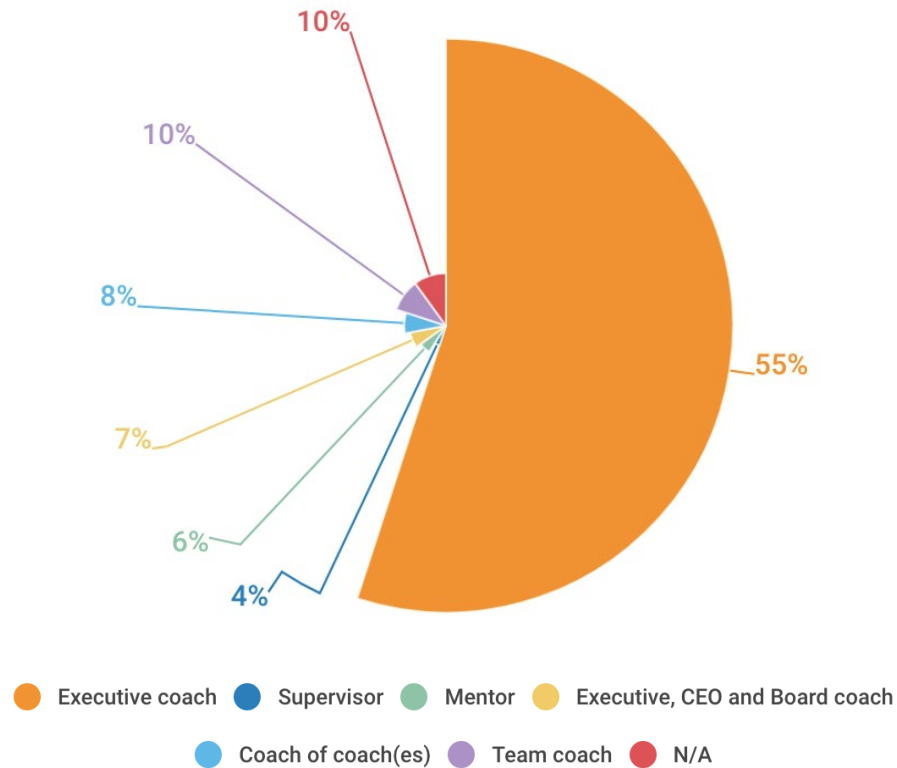
- Health
- Marketing
- Finance
- Education
- Human Resources
- Other

Coaches describe themselves as:

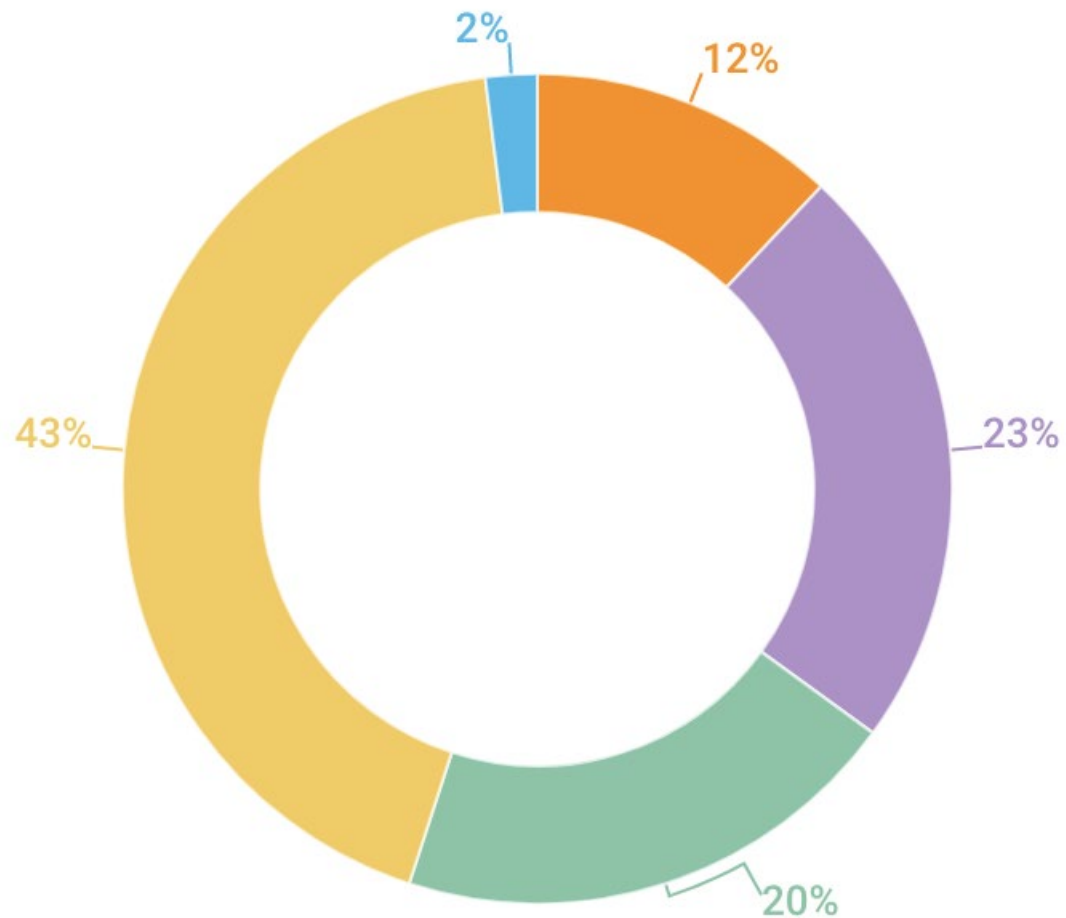


Coach descriptions cont'd.

Best terminology to describe what coaches do:



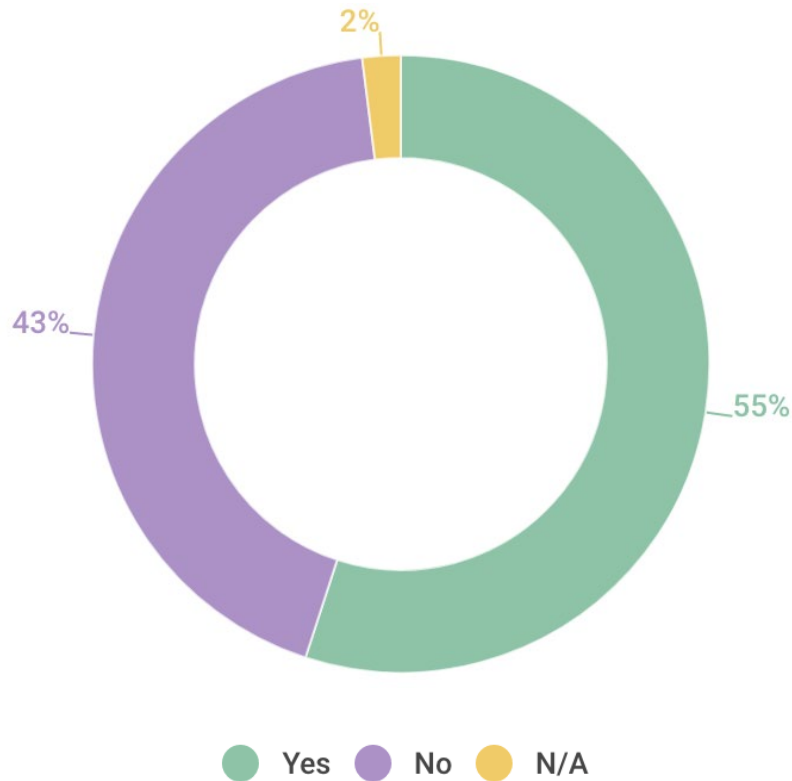
Years of experience



Professional membership



I am a member of a professional body:

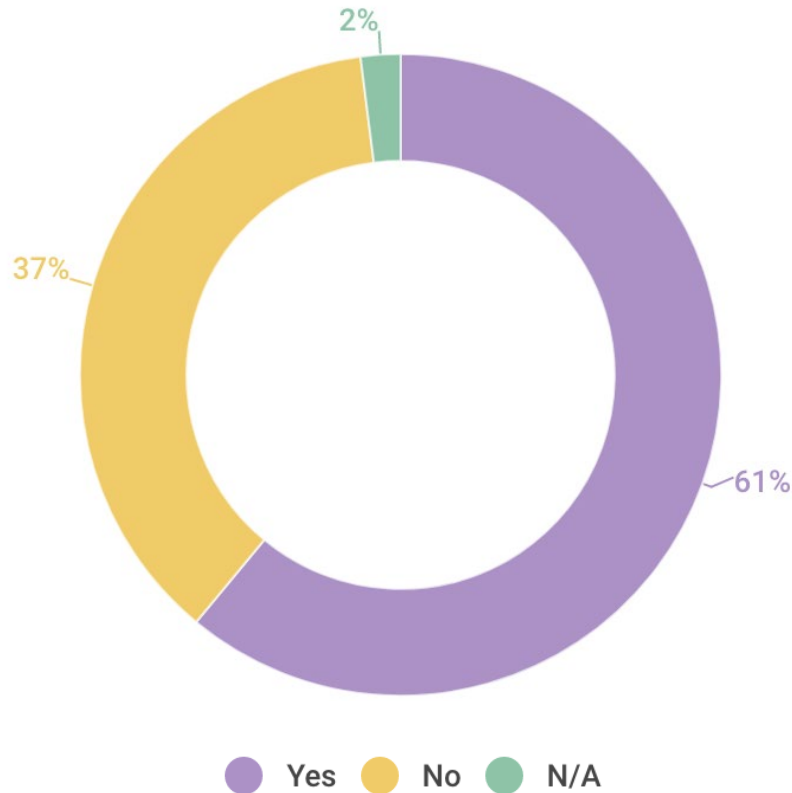


- ICF ● ICC ● CDANZ, NZATD ● EMCC
- GEN ● ICF, IPPA ● ICF, HRINZ, CIPD AHRI
- NZ registered Psychologist /BPS/IntCP

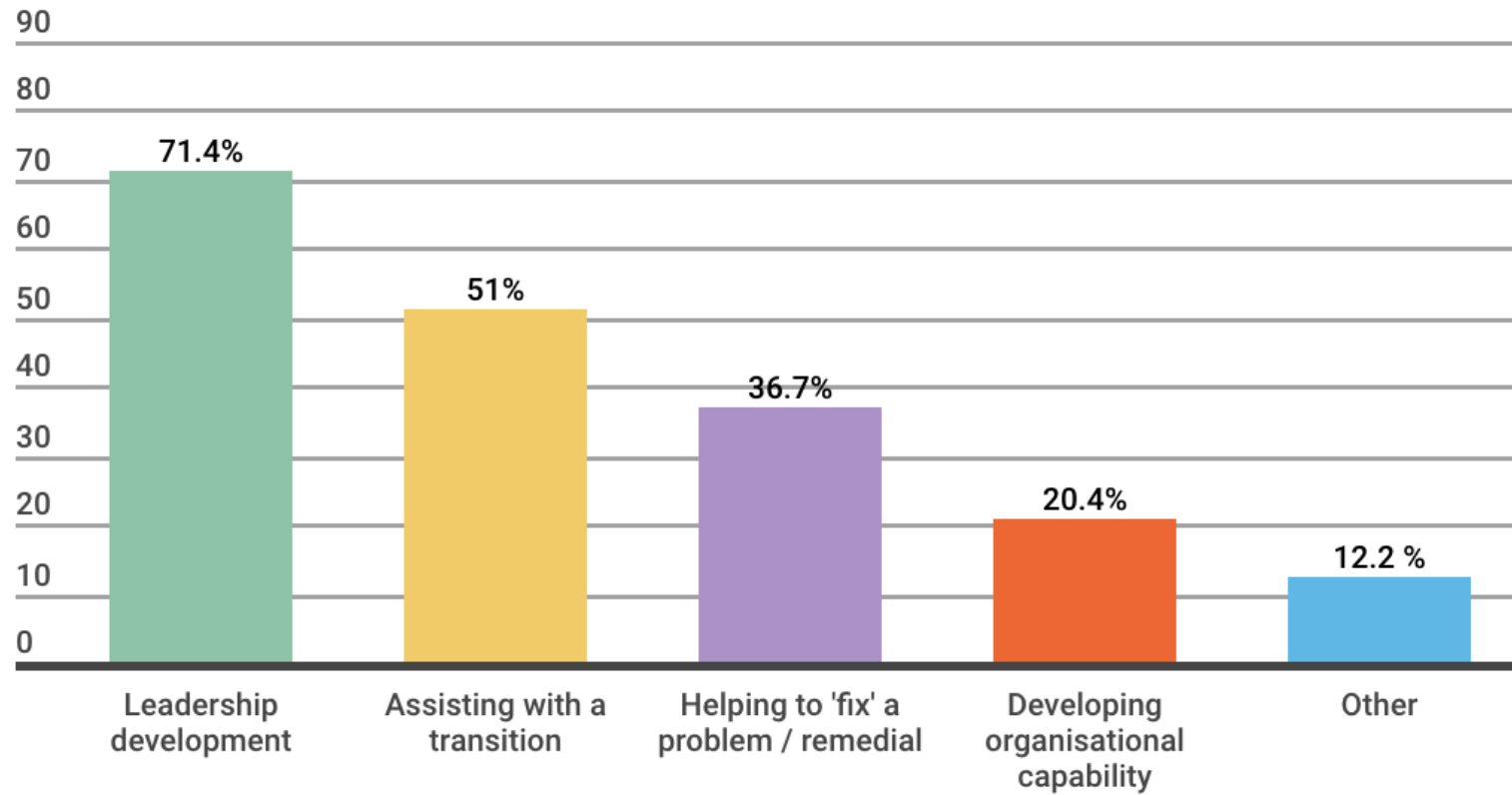
Membership of the ICF is the most popular

Professional qualifications

I have a professional coaching qualification:



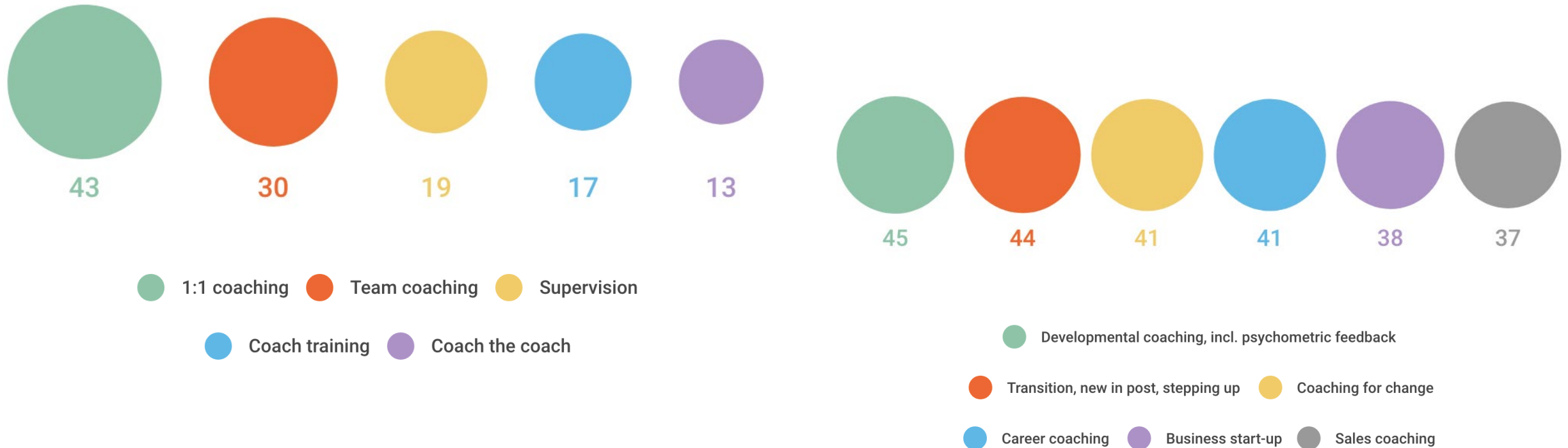
Focus of coaching



Types of coaching

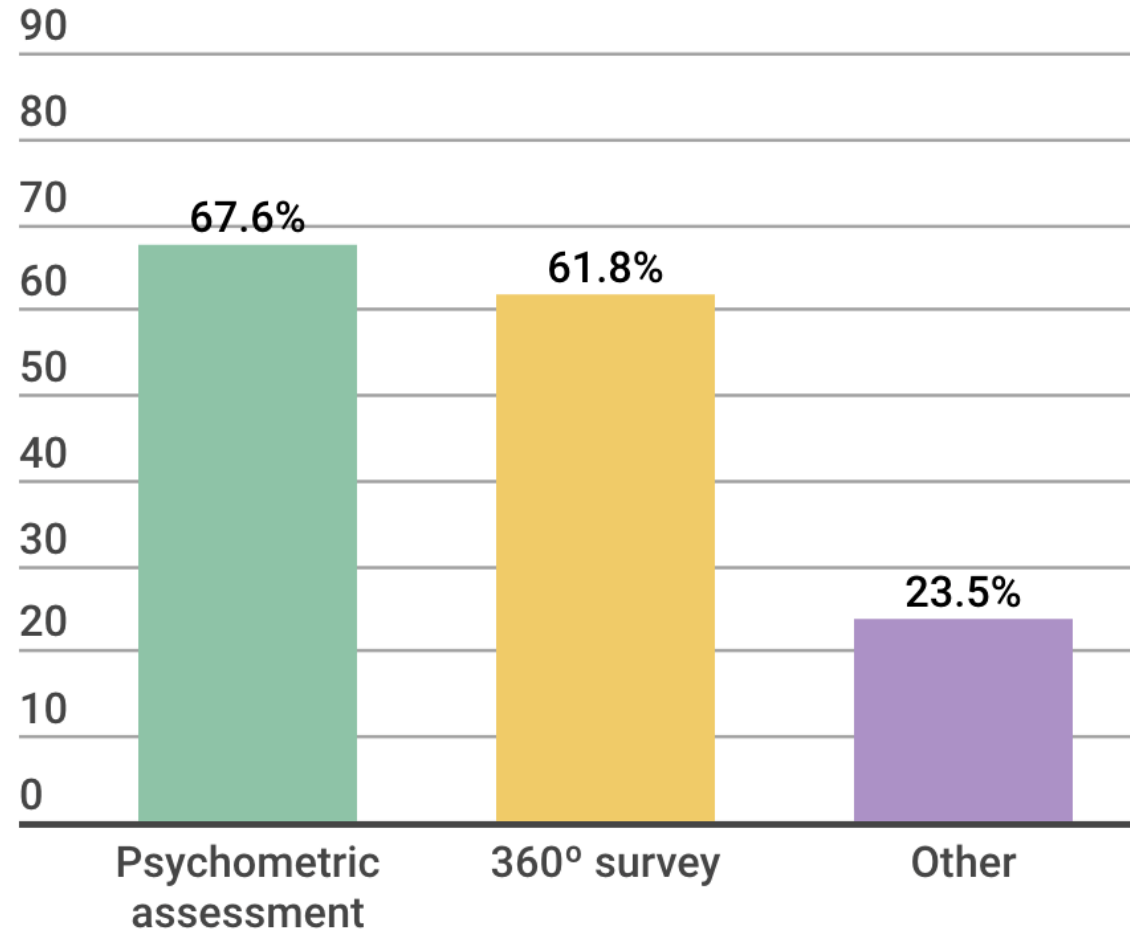


Some coaches engage in more than one type of coaching:

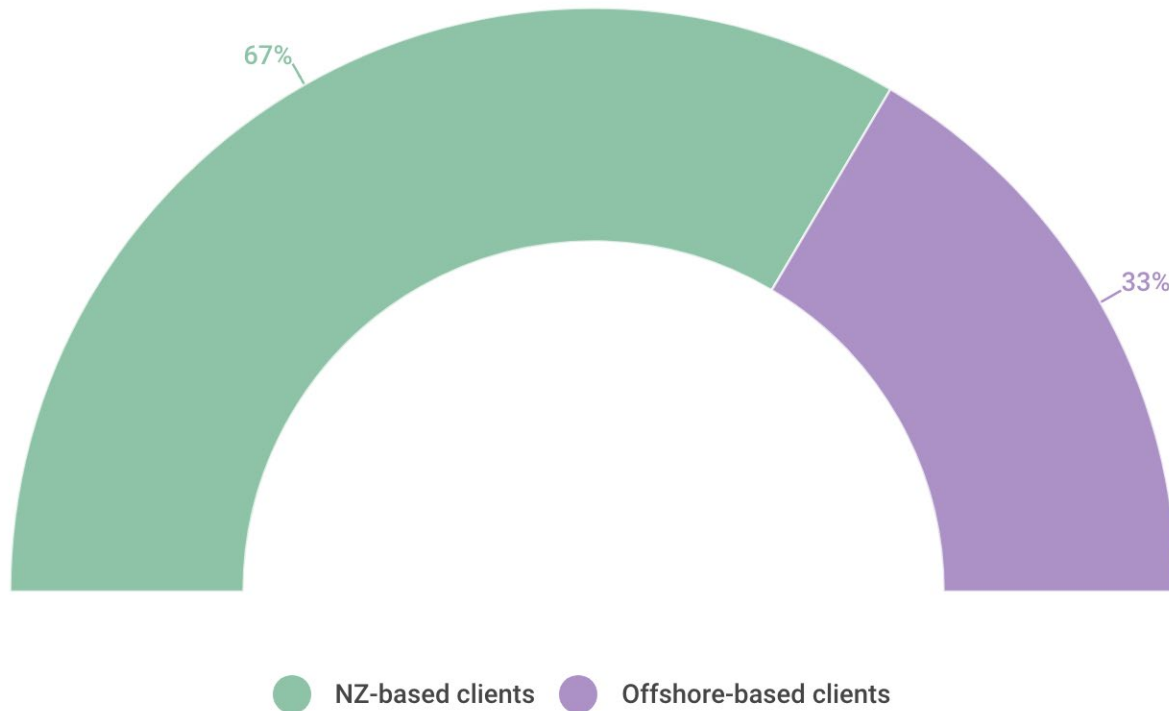


Most coaches provide a number of coaching solutions:

Assessment tools

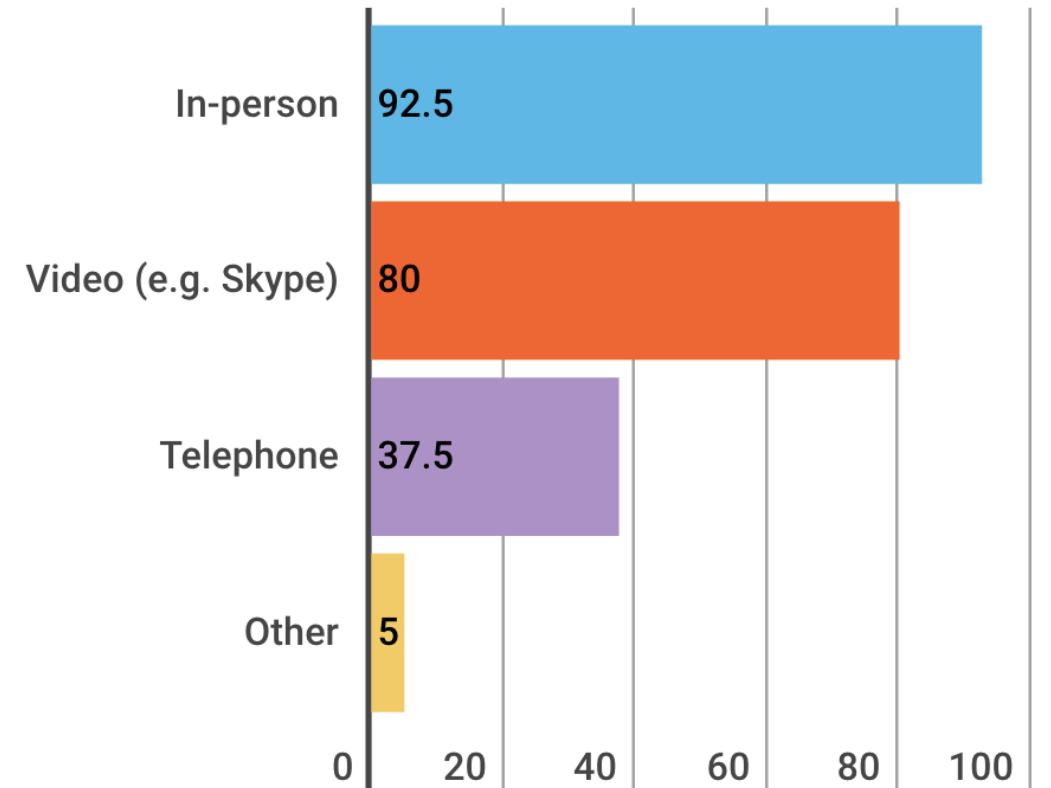


Coaching delivery



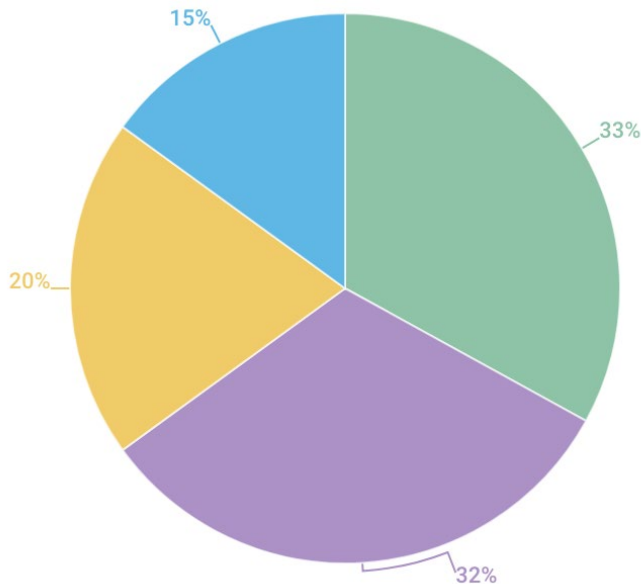
Two thirds of coaching clients are based in New Zealand

Coaching delivery methods:



Coaching models

My coaching practice:

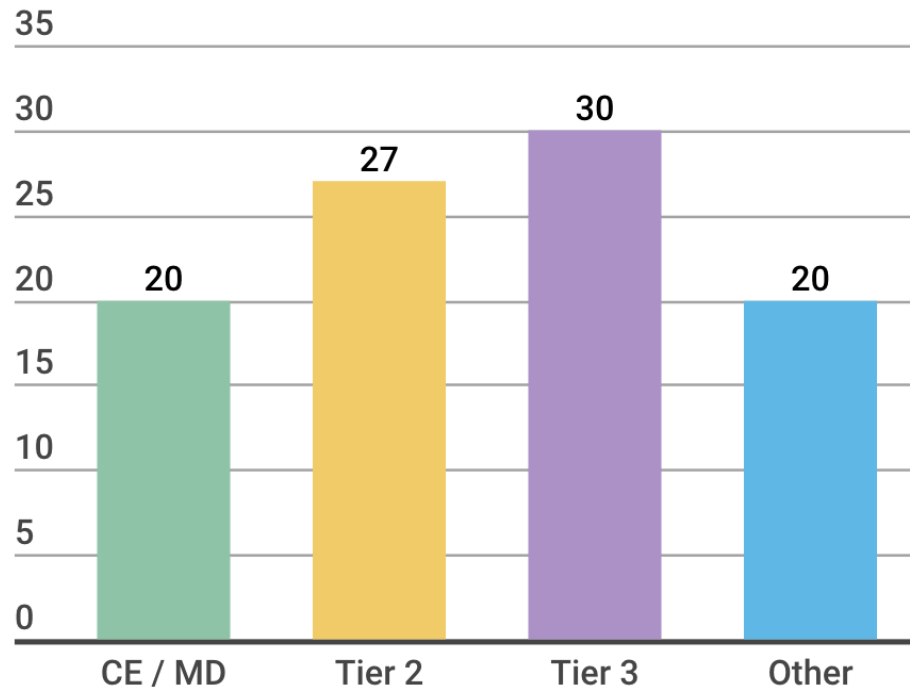


- I develop a unique approach for each client
- I follow a recognised methodology
- I have developed my own approach
- Other

IECL Results/Neuroleadership Institute
Hogan approach
ICF competencies
Narrative coaching
GROW model
Coaching Conversation Model
Coaching Pacific
Marshall Goldsmith's methods
Solutions Focus

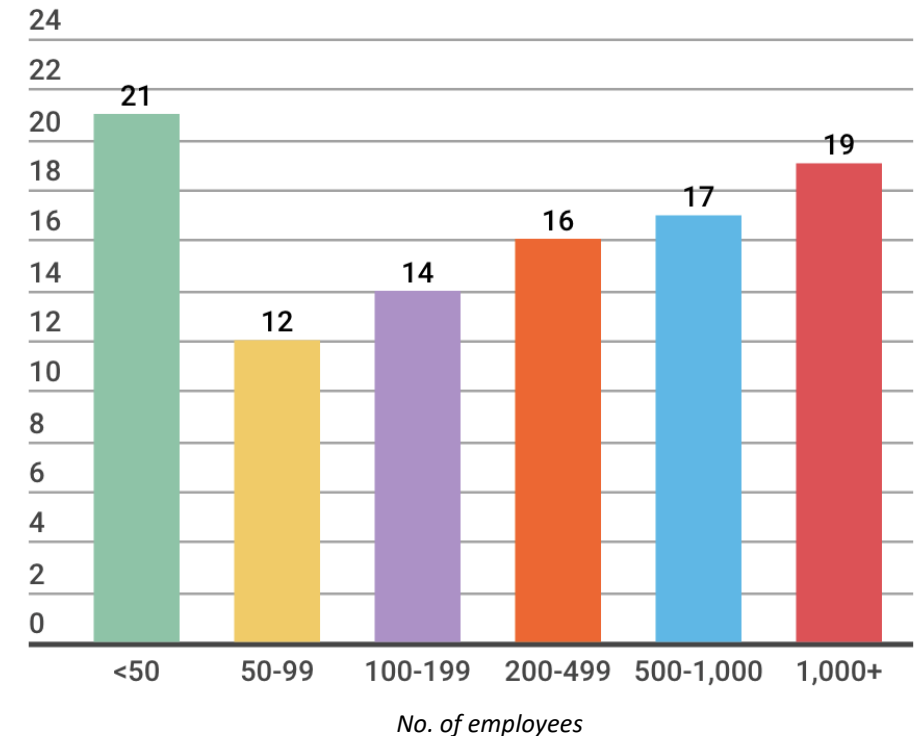


Coaching client demographics

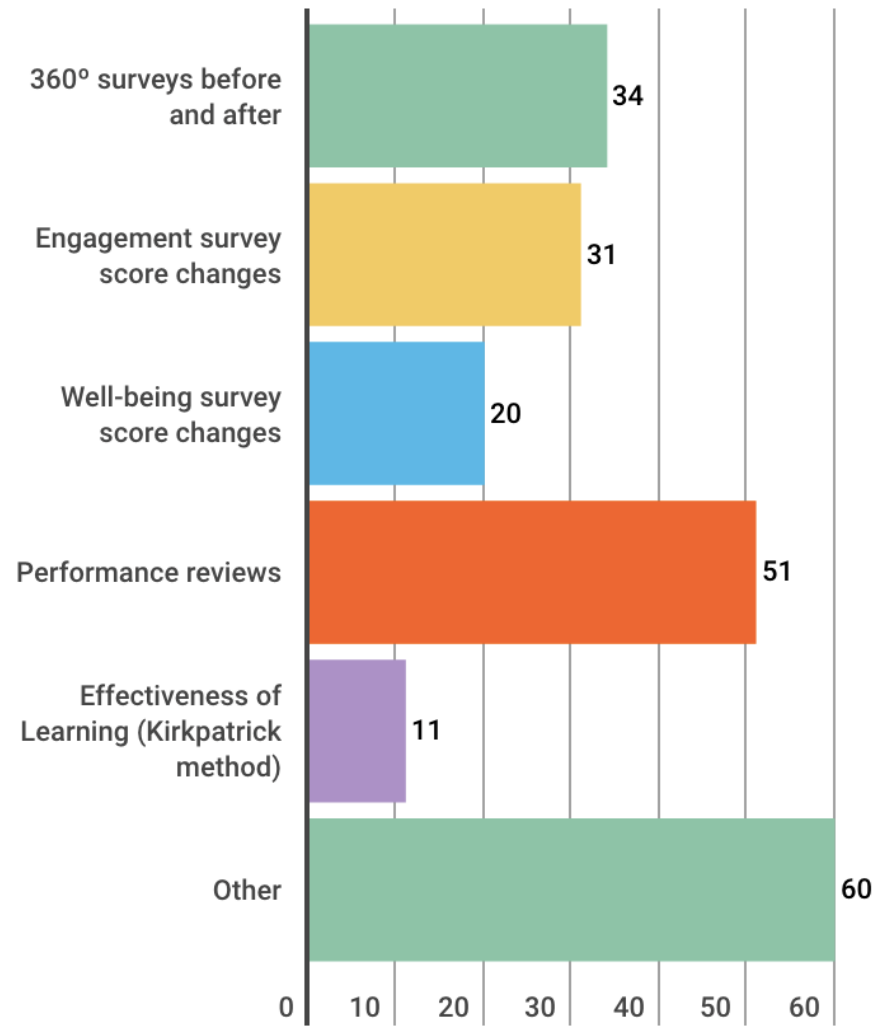


Coaching client reporting level

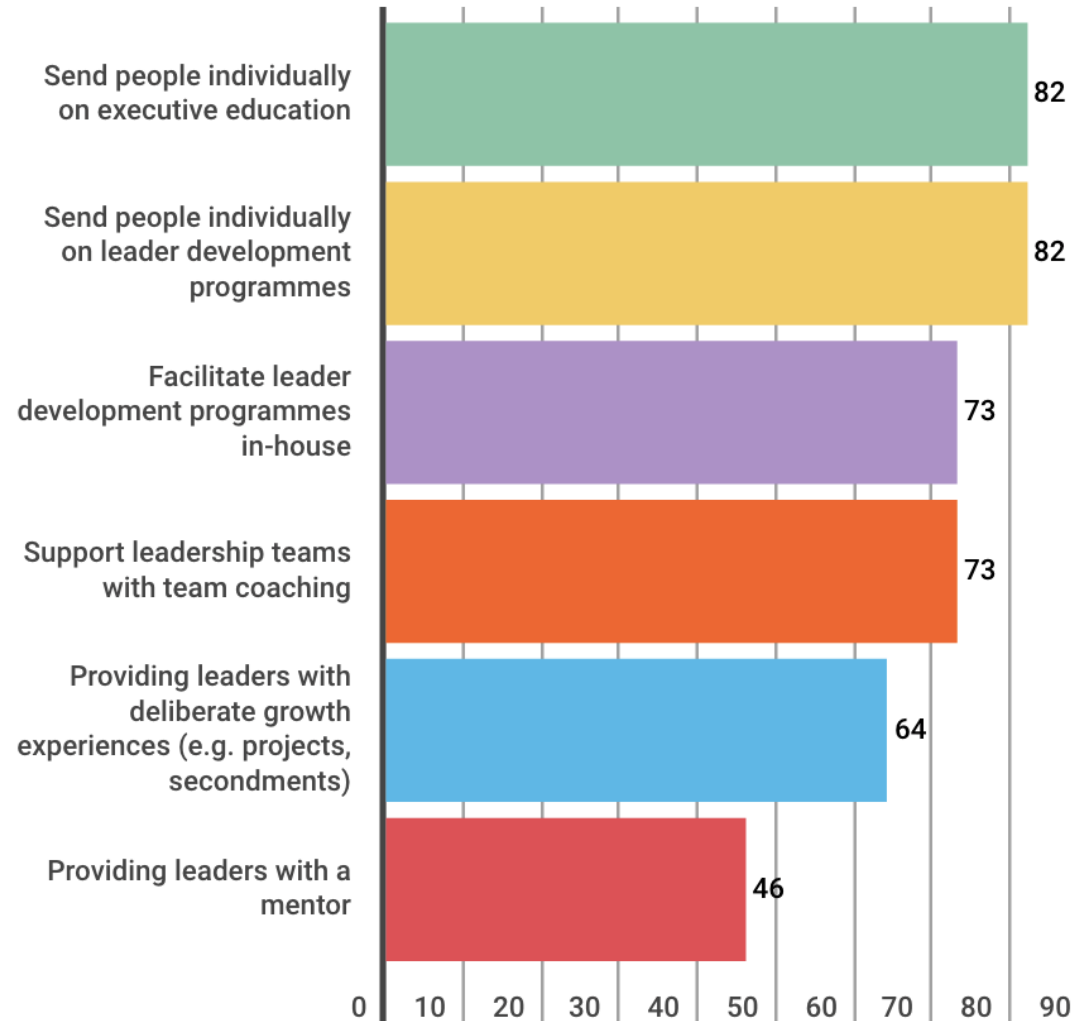
Size of coaching client's organization



Measurement of coaching impact



Other forms of executive education



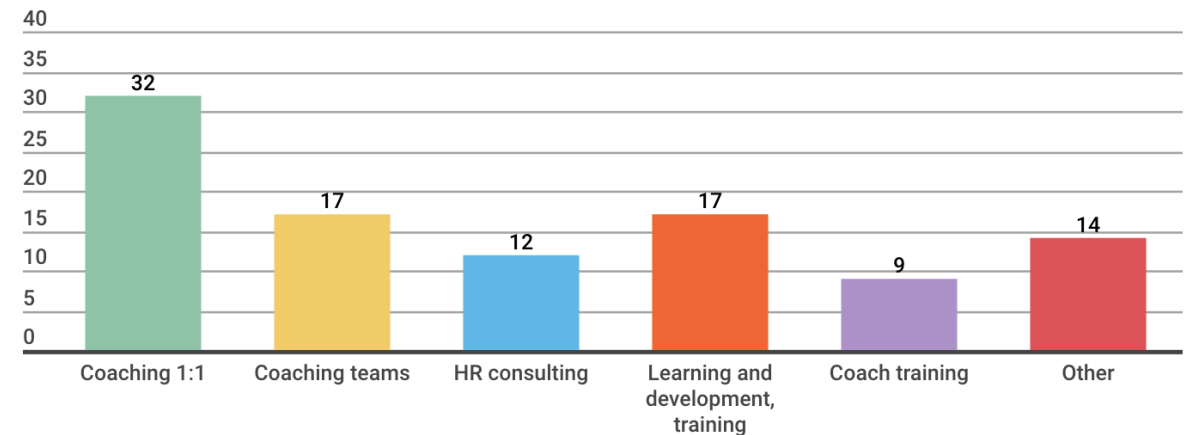
Our coaches



Coach self-development:



- I have a formal supervisor
- I belong to a peer network
- I belong to a learning group
- I attend professional practice conferences
- I attend professional practice presentations
- Other

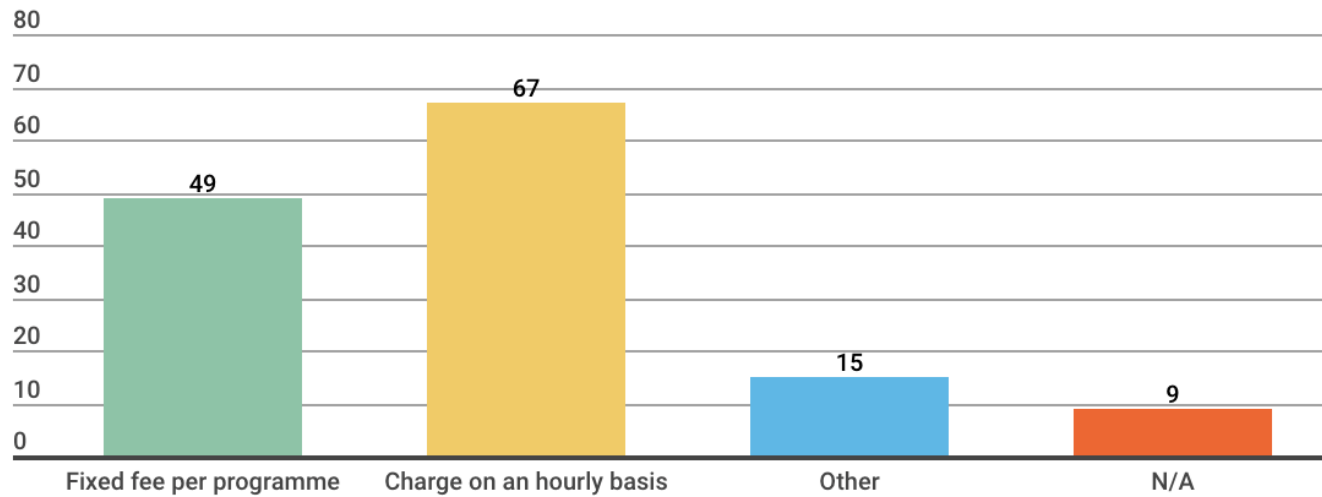


How coaches spend their time:

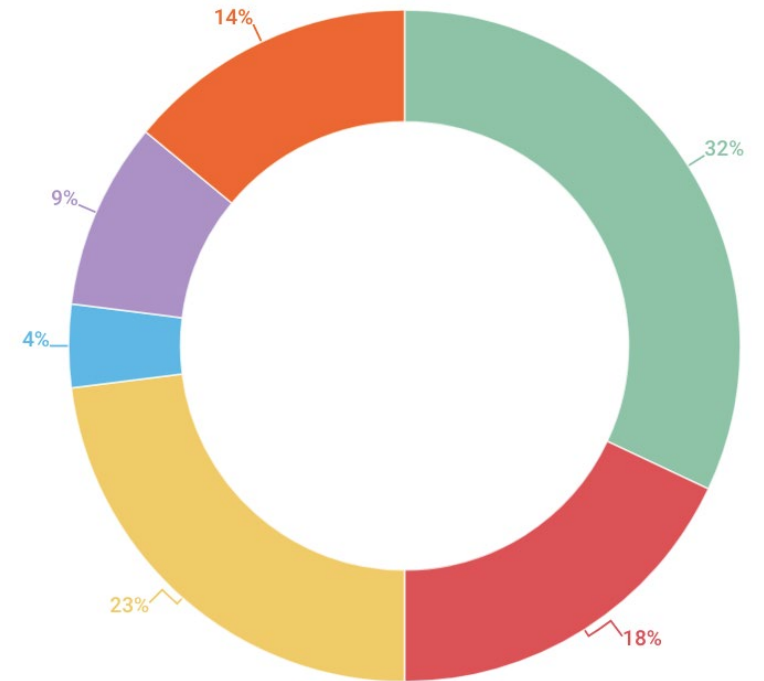
Coaching fees



Hourly coaching fees:



Basis of charging:



Summary

- Coaching is very much alive and well in NZ.
- Coaches have significant experience many with 10 years plus.
- Delivering 1:1 is still our preferred method.
- There is a range and variety of qualifications, whilst only 61% are a member of a professional body.
- Over a 1/3 of their time is spent fixing things in contrast to development.
- Over 2/3 of coaches use some form of Psychometric assessment.
- Focus of coaching is on tier 2 and 3 leaders.