

State of coaching



Practice - Report 2022

Welcome

In order to add transparency to the world of coaching, we surveyed 153 coaches from 21 countries to generate this inaugural State of Coaching Report.

We hope you find it as insightful as we did, and if you have any questions at all, feel free to reach us at hey@practice.do.

This is meant give you insight into the parts of coaching that nobody talks about — pricing, clients, retention, education impact, and more.



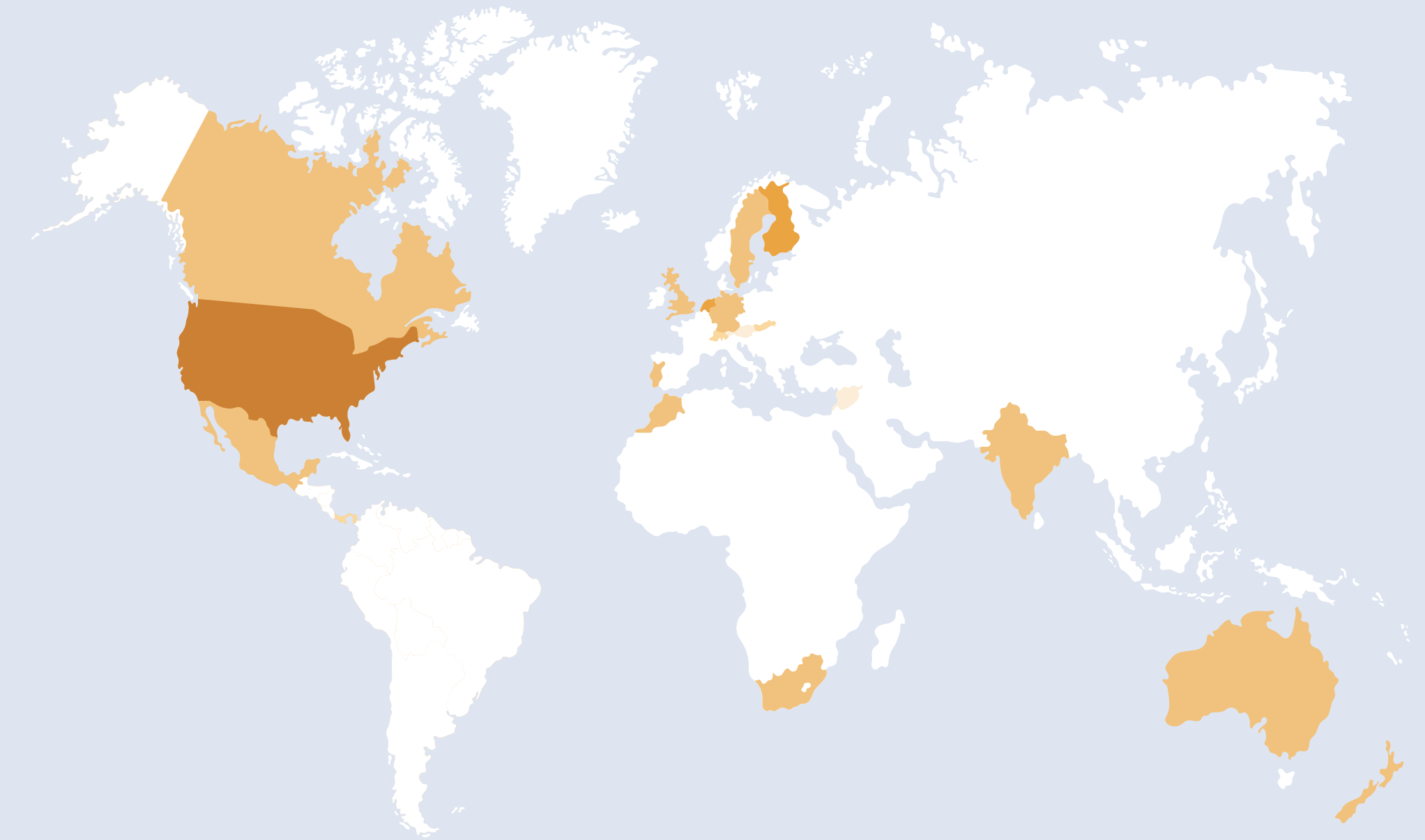
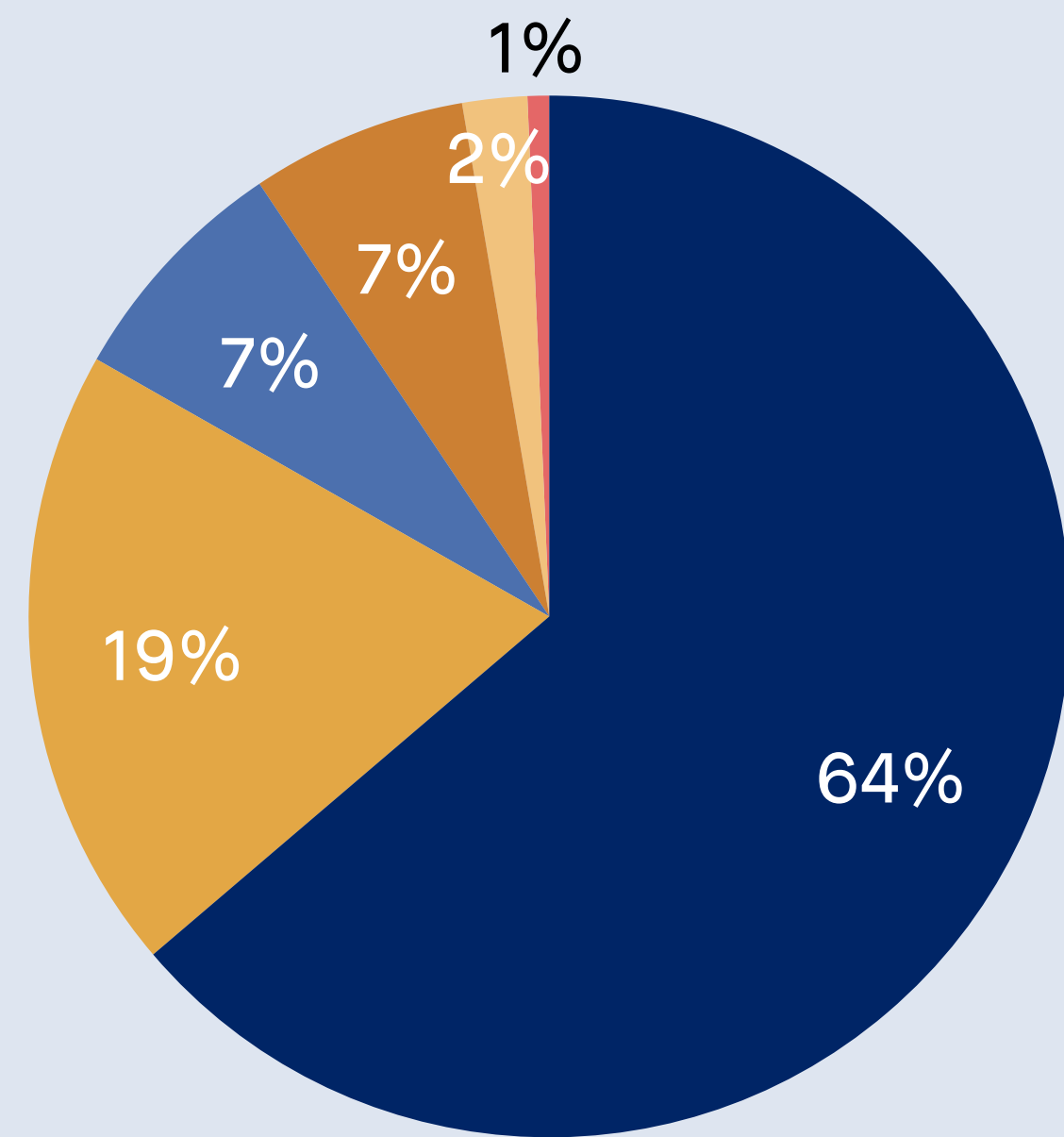
Practice is coaching software that helps you do less administrative work.

About our coaches



Where are they from?

153 coaches participated from 21 countries,
with the majority coming from the United States (53.6%)



● North America ● Europe ● Oceania ● Africa ● Asia ● Central America ● South America

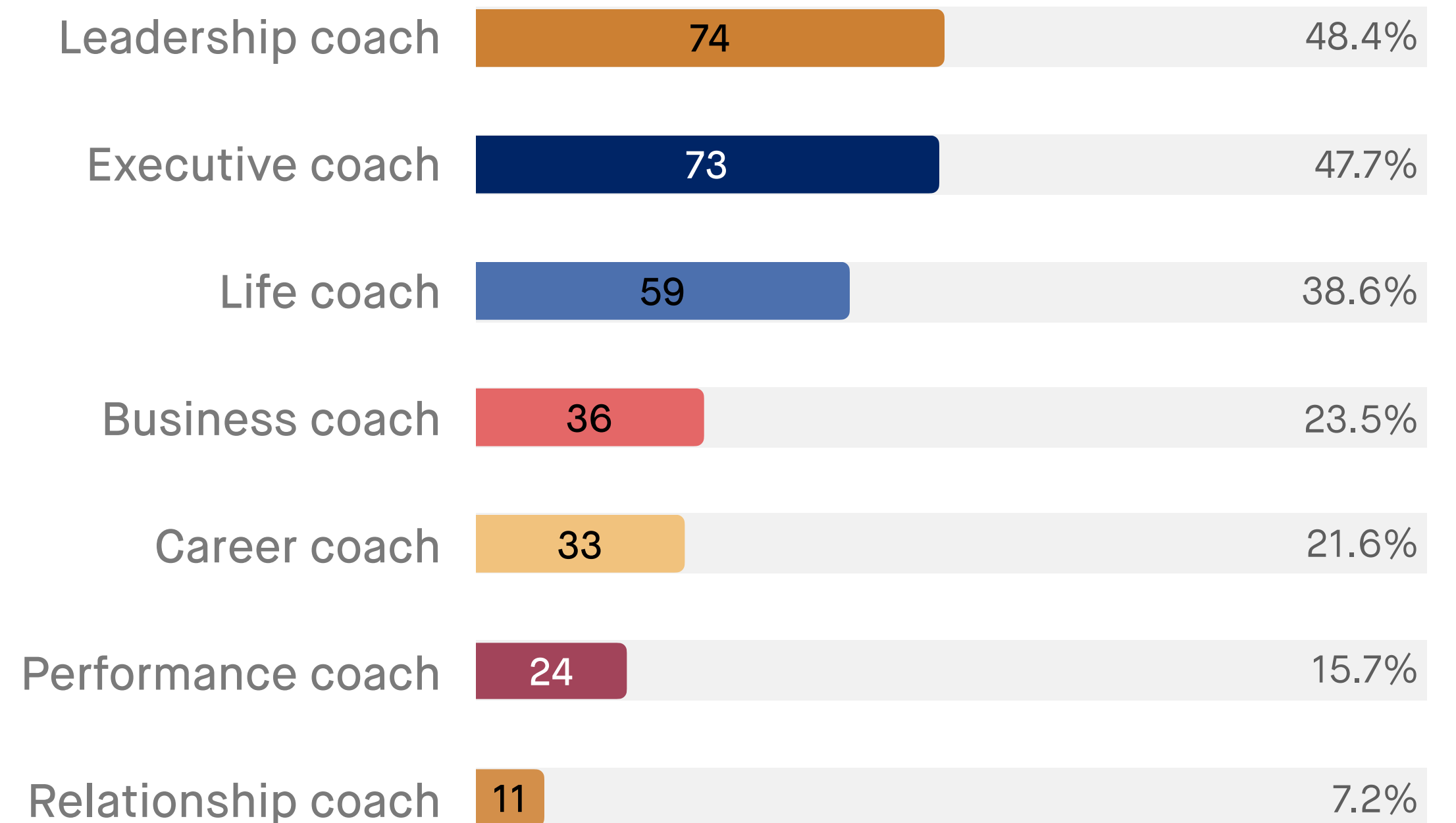


What kind of coaches?

16 types of coaches participated in the survey, with leadership and executive coaches being the majority.

One of the insights we had from this question was the number of multi-hyphenated coaches: **59% of leadership coaches also called themselves executive coaches.**

And how specialized and niched you can get — we had a divorce coach!



Full time vs. Part time

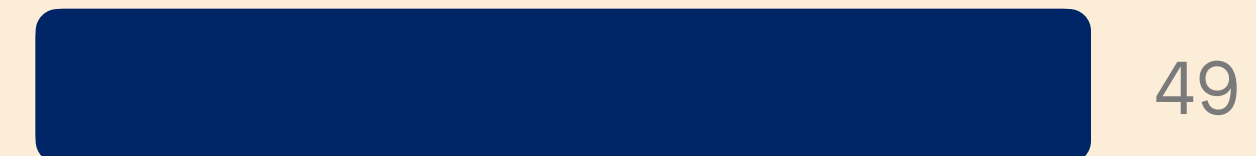
It's an even split between full-time and part-time coaches.

What's interesting is that 21.5% of coaches are part-time on purpose, like our co-founder and CEO Julien Smith.

Full time gig



Part-time with hopes of going full-time

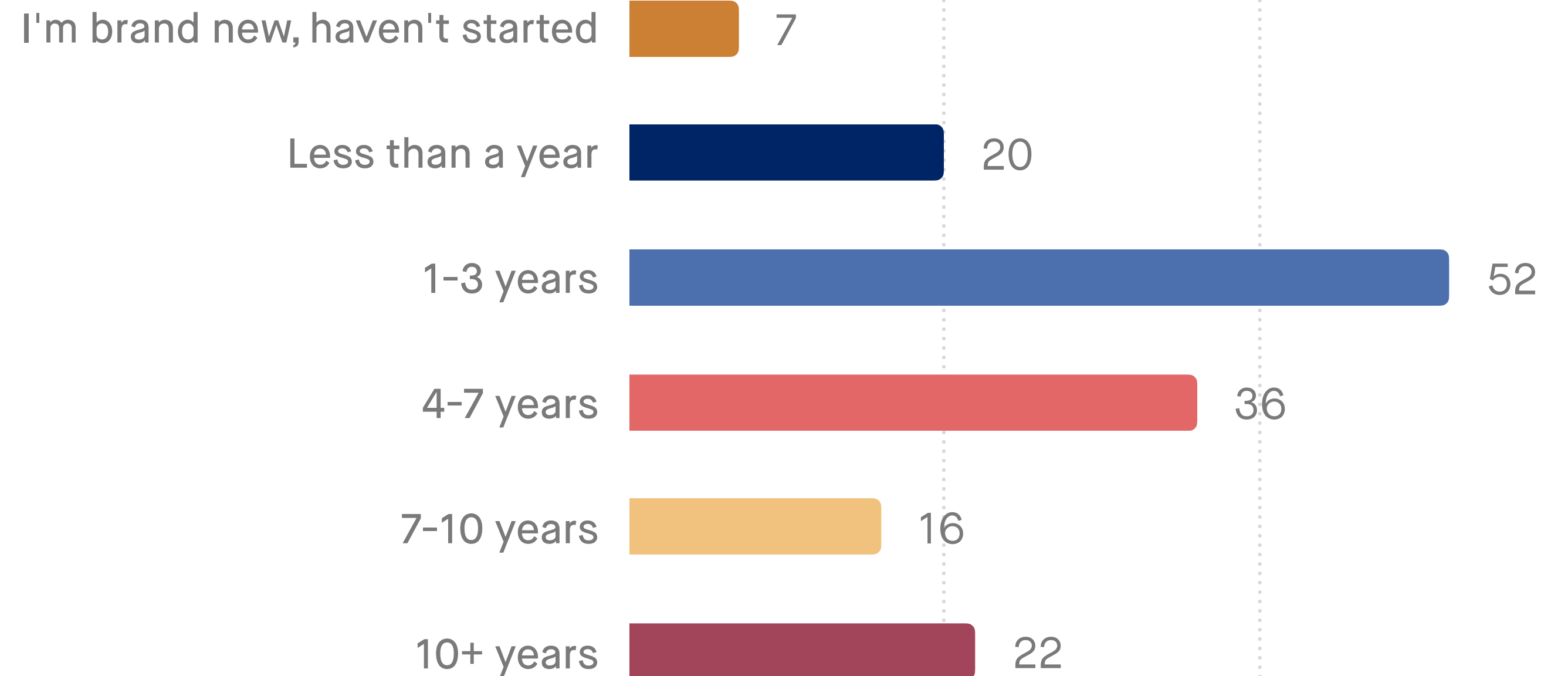


Part-time and intending to stay part-time



A mix of newer coaches and veterans

About a third of coaches have been coaching for 1-3 years (possibly related to the pandemic), but there were many veteran coaches as well, who participated in the survey.



Pricing and offerings



65% coaches have more than one type of offering

1:1 sessions are still the most popular offering (99% of coaches offer it), but it's clear that expanding into multiple offerings is a trend.

55%

offer **paid** group coaching

31%

offer **courses**

11%

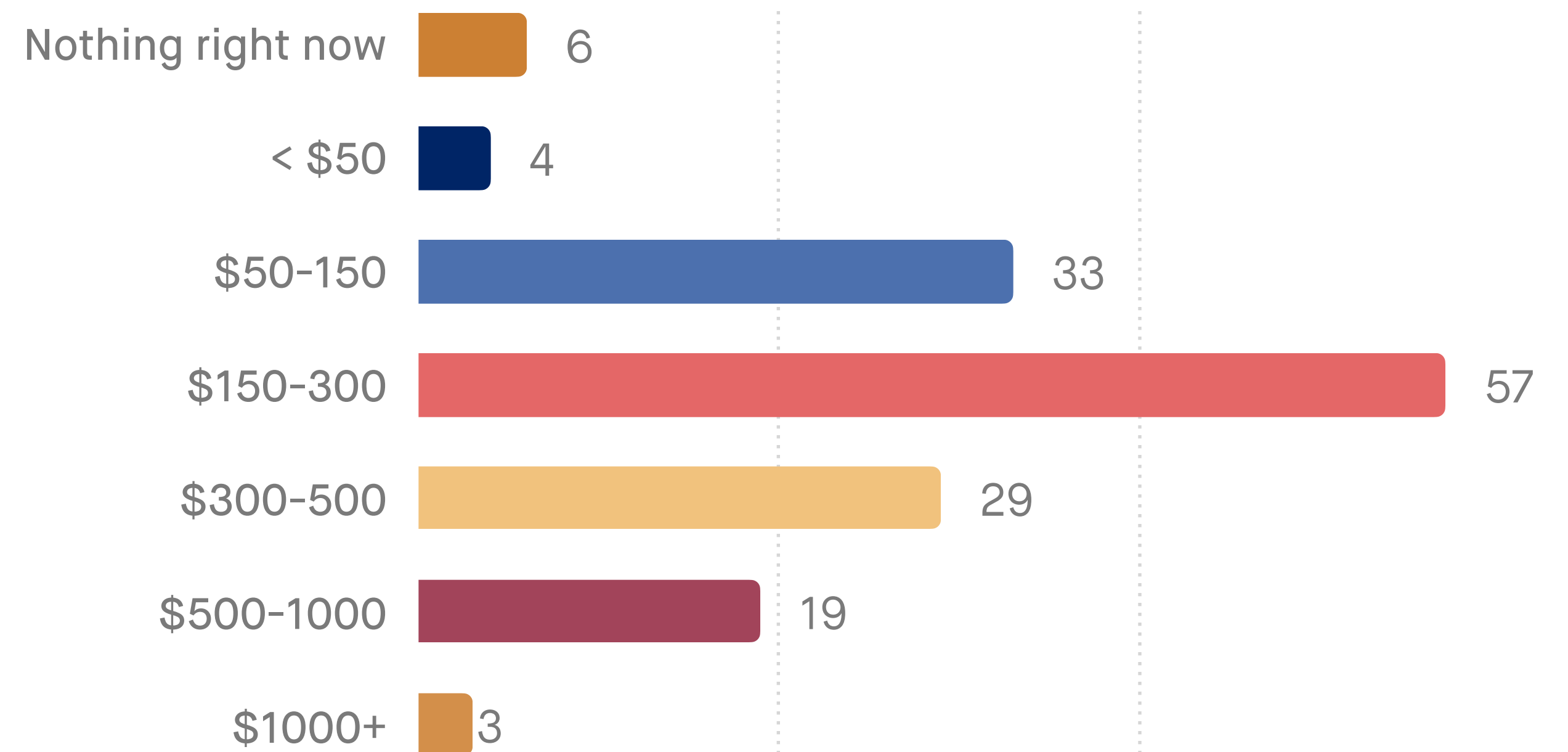
offer a **community** membership

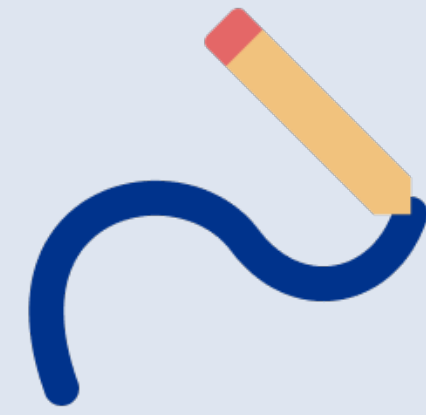
*An additional 31% offered group coaching but don't currently charge anything for it.



38% of coaches charge \$150-300 for each one-on-one session

Median price for a 1:1 session is \$151-300, group coaching is \$1000+ (total take home for the coach, not price per client)





**If you're looking at creating a course,
most coaches charge over \$1000.**

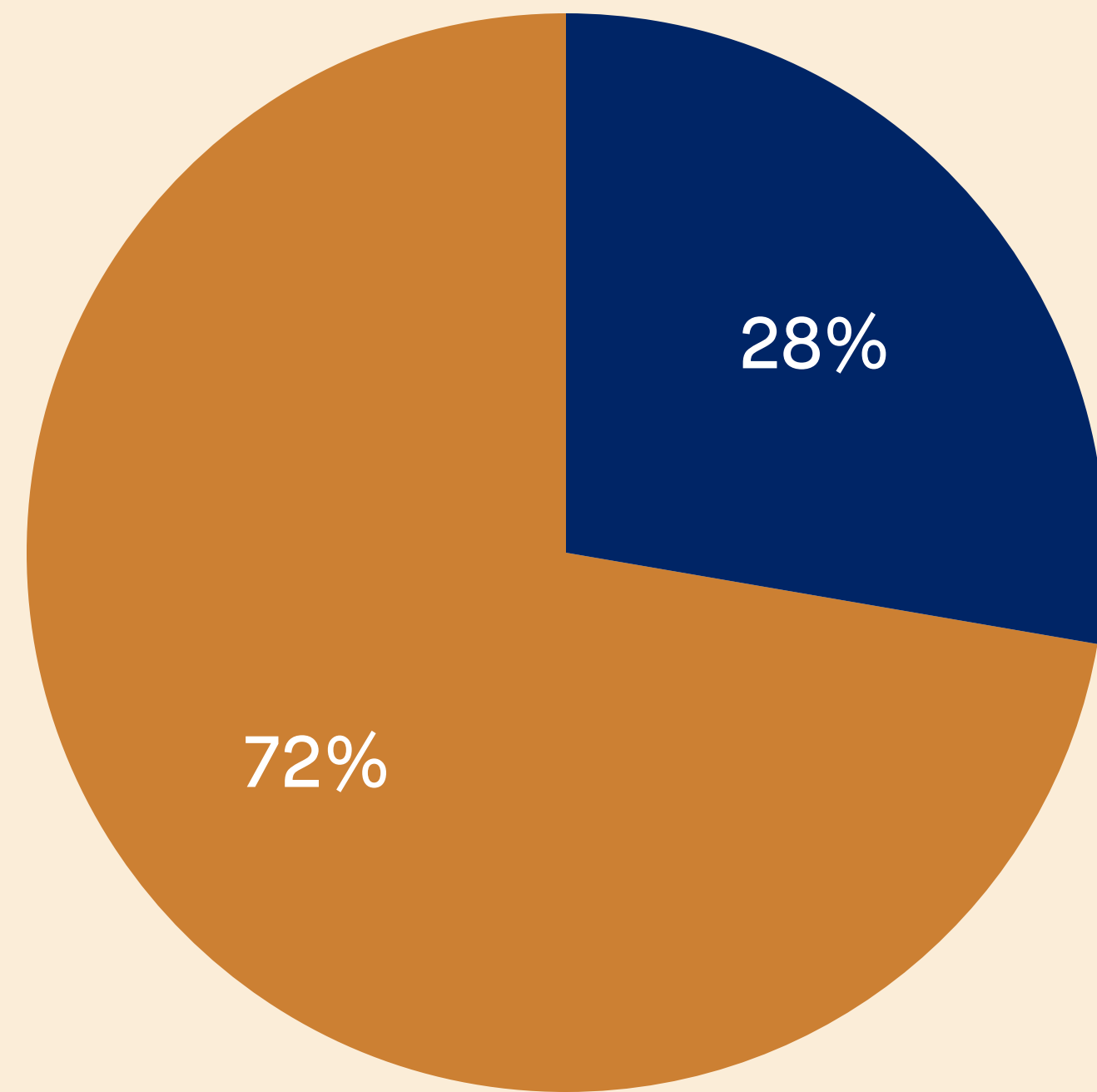
46% of the coaches who offer courses
charge \$1000+ for their courses.



Clients



On average, 72% of clients aren't in the same city as their coach.



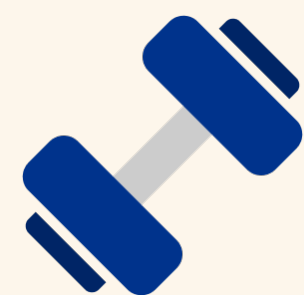
● Local ● Remote

Expand your reach! It seems like you can have great coaching relationships remotely.

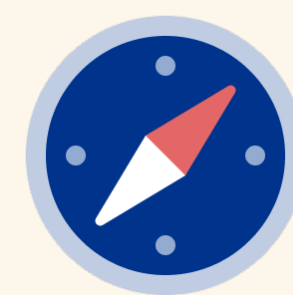


The average client roster is 12.7

Going one step deeper, this is how the roster changes based on whether you're a full-time or part-time coach.



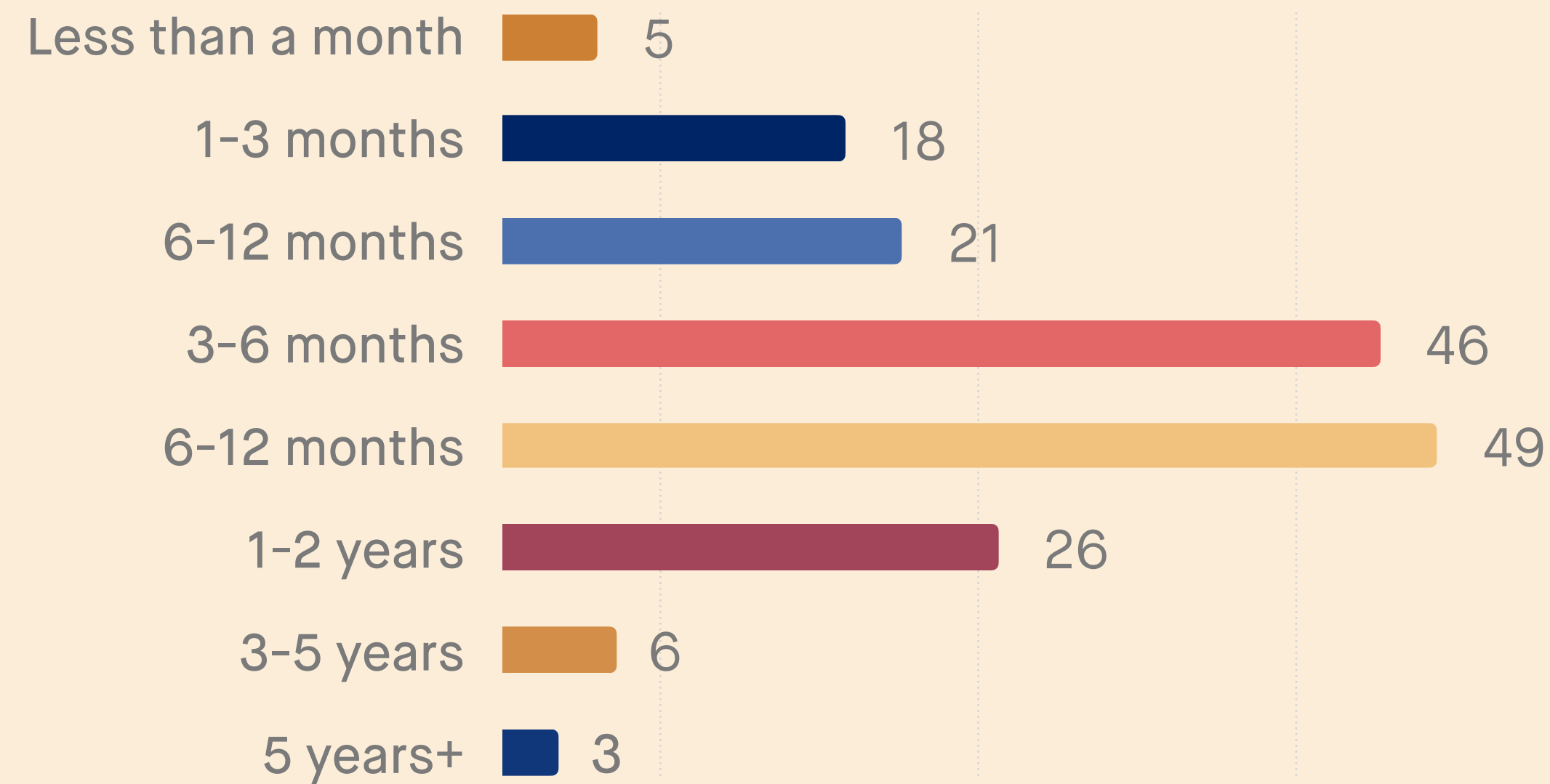
Full time coaches have an average of 17.9 clients



Part time coaches have an average of 8.4 clients



3-6 months and 6-12 months seem to be the most common durations for client engagements



There seems to be a correlation between the length of client engagements and whether a coach is full-time vs. part-time.

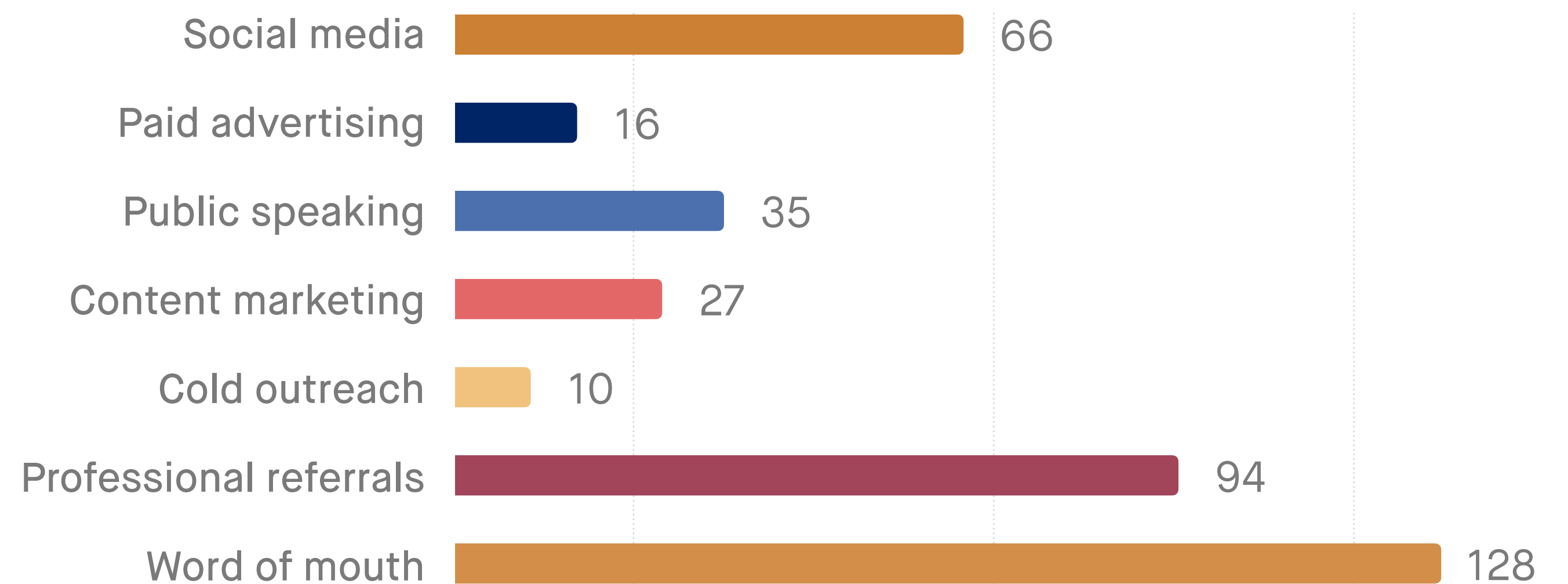
6-12 months
39% Full time coaches

3-6 months
34% Part time coaches



Most clients are from word-of-mouth and professional referrals. Social media seems to be pretty effective too.

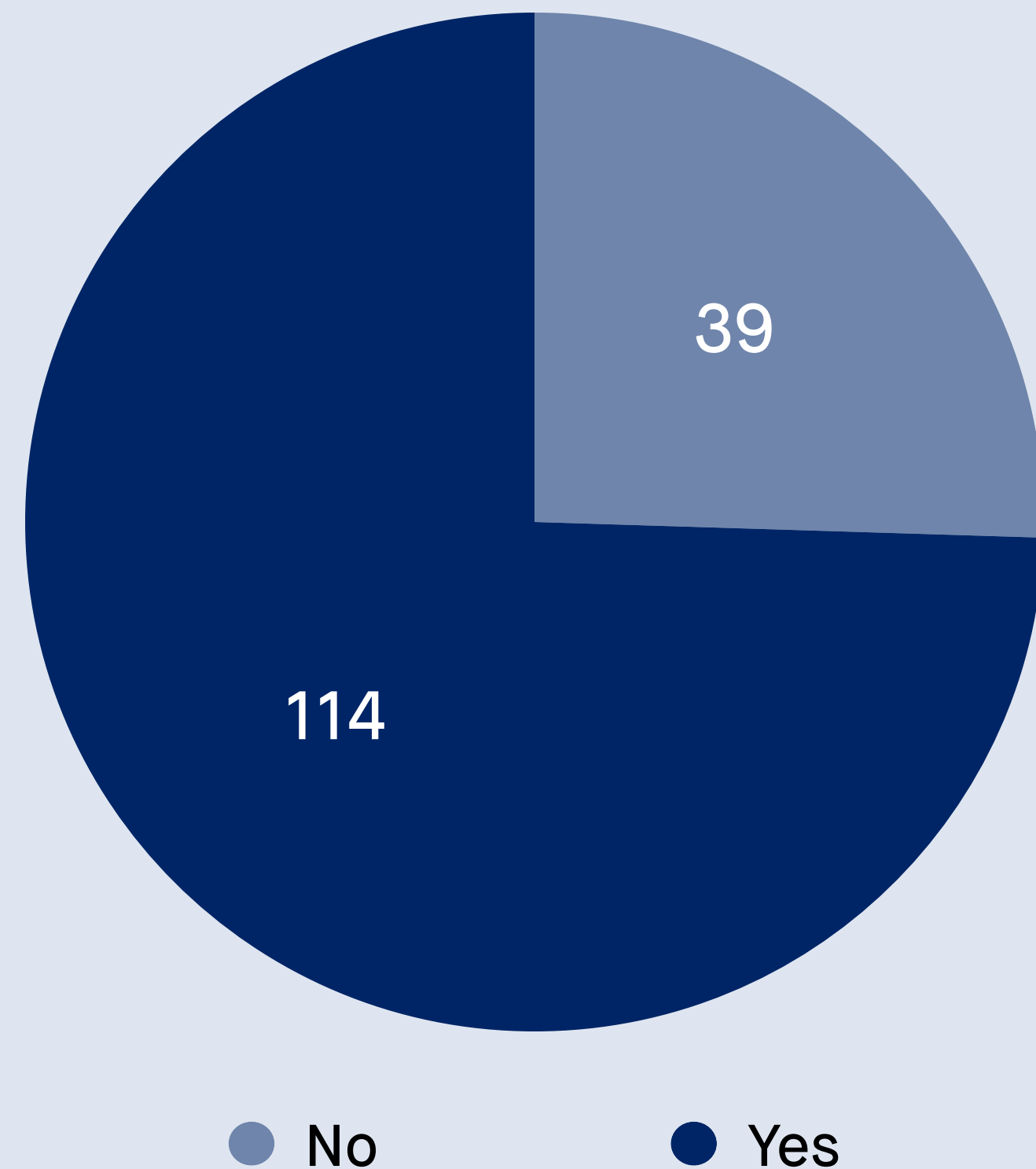
These are not mutually exclusive, most coaches will use multiple channels to acquire clients.



Education



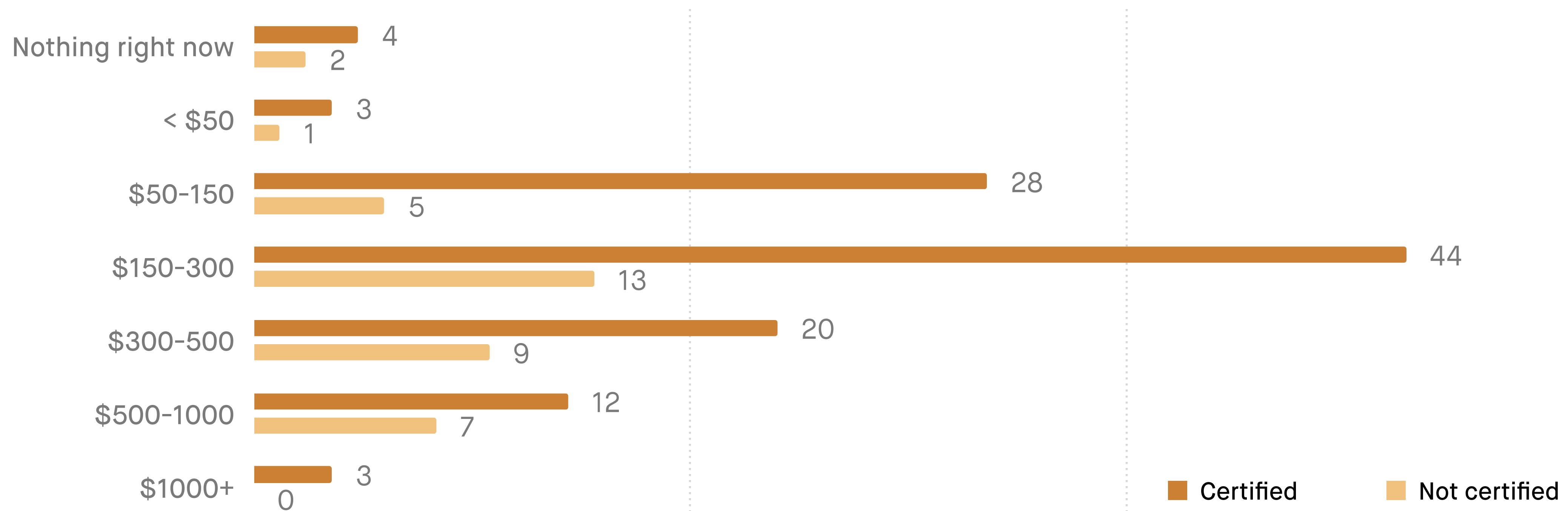
74.5% of coaches have done a coaching certification



Some of the most well-known and popular certifications are from ICF, Co-Active, and iPEC.

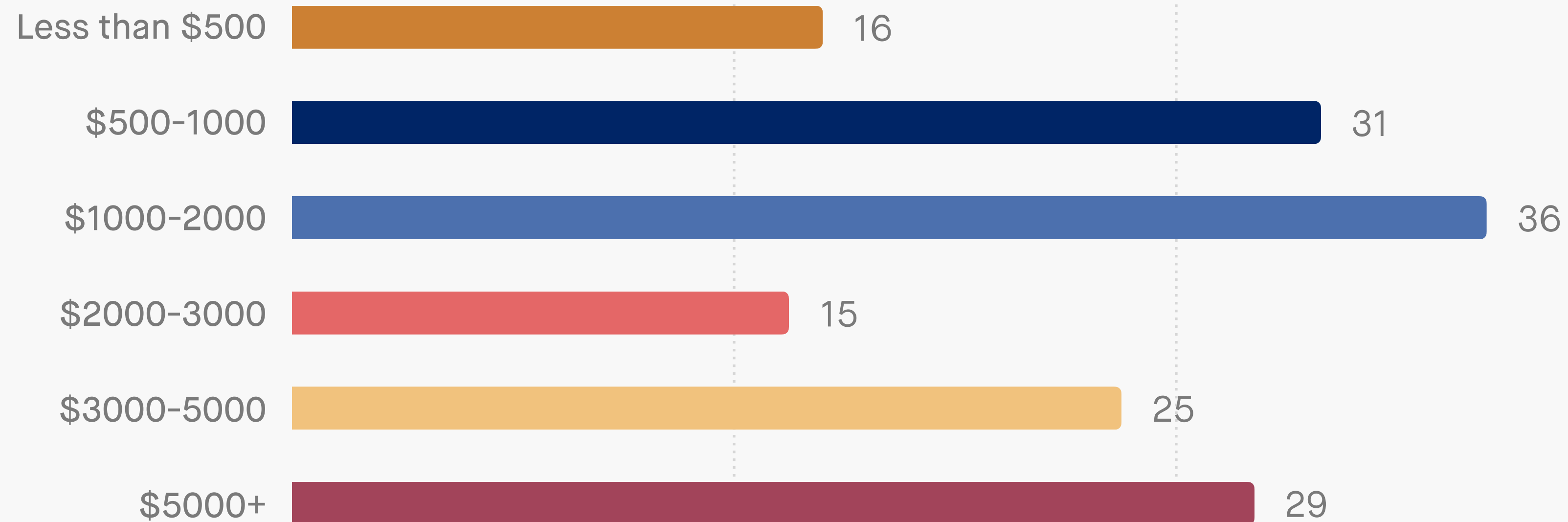


There doesn't seem to be a difference in how much coaches charge, based on their certification status.



It seems like continuing education is really important to coaches.

Annual budget for professional development

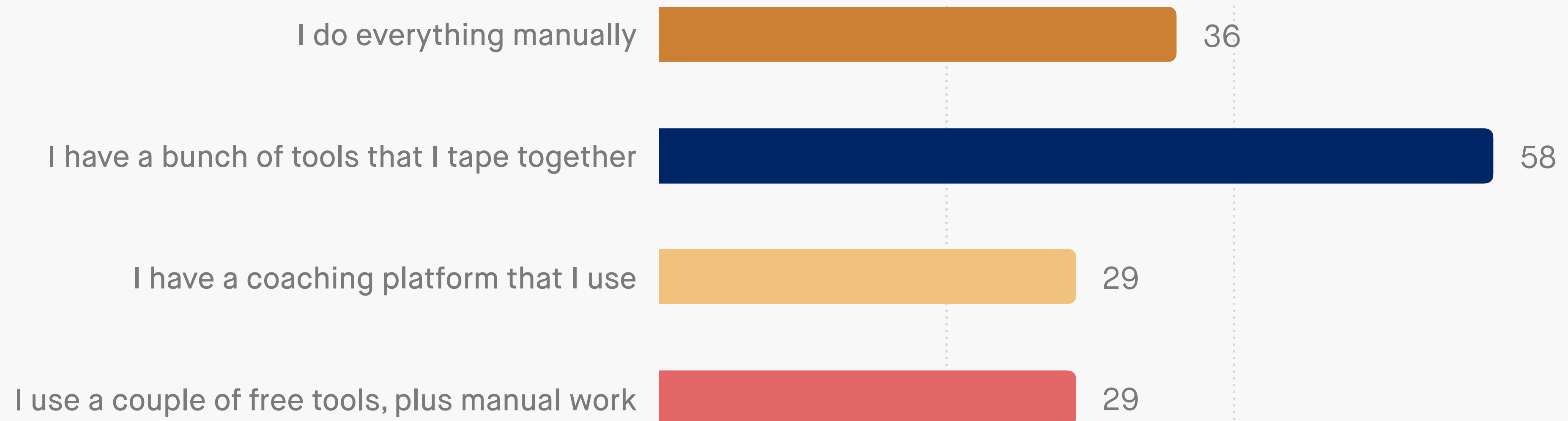


Business operations



Most coaches manage their business by taping together tools

How do you manage your coaching business?



Thanks for reading! If you're interested in helpful coaching resources or software, come visit us at practice.do

