



ASSOCIATION FOR COACHING SURVEY HELPS COACHING PRACTITIONERS QUALIFY COACHING EFFECTIVENESS

In a recent survey by the Association for Coaching (AC), 90% of coaching recipients, reported increased confidence and self-awareness as a result of undertaking a Coaching programme and 98% felt that coaching met or totally met their needs.

The survey was designed to address the general lack of evaluation in life and business coaching. Katherine Tulpa, chair of the AC, comments: "The Coaching market has grown rapidly over the last five years and this growth suggests that coaching clients see a value in the service that coaching brings. However, as an industry we need more formal studies of its value and potential, and this is one of the areas the AC wanted to address this."

By evaluating the value of coaching, the AC aims to raise the professionalism of the coaching industry, make it more accountable and enable coaching professionals to effectively promote and qualify the benefits of coaching. The survey is just a starting point of an overall research programme.

Participants of the survey had all received coaching programmes, mostly within the last twelve months and feedback from the survey was generally positive. As well as increased confidence and self-awareness, respondents felt that coaching had allowed them to resolve issues, increase business success and advance their career. In addition, clients rated their overall experience of coaching highly, rating it on average 7.8 out of 10. Scores were closely related to coach-client connection, indicating a personal one-to-one relationship is a very important factor in coaching success.

A wide variety of coaching disciplines were evaluated, including personal coaching, executive coaching and career coaching. Benefits cited for personal and executive coaching were very similar and included increased confidence and self awareness and improved time management. Coaching had particular value when individuals were stuck in a rut and actively wanted to make positive changes. Additional value was cited when recipients of coaching were going through redundancy, when they needed to respond effectively to a new role or when they are having difficulty making decisions or moving forward.

The summary report into the value of coaching can be obtained from the AC website, <http://www.associationforcoaching.com/pub/pub.htm>.

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About the Association for Coaching

Established in the UK in July 2002, the Association for Coaching (AC) is an independent and non-profit professional body committed to raising the standards and professionalism of Coaching. It has more than 900 members comprising organisations, service/training providers and professional Coaches – from top CEO/Executive coaches through to Specialist and Personal/Life coaches. The Association for Coaching has a professional code of conduct, a vetting procedure when members join; a course recognition and accreditation scheme; industry research; frequent CPD events and professional forums, an International Conference and other value added services.

Association details:

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