

# Who's Who in Coaching:

➔ **Who Shaped It**

➔ **Who's Shaping it**

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**Executive Summary - Preliminary Findings of the 2005 Survey  
of Key Influences and Influencers in the Field of Coaching  
by Vikki G. Brock**

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## **SURVEY BACKGROUND**

Thanks to the 1,310 people who responded to the survey between September 1 and December 31, 2005. Your input made a difference in developing the foundation history of the coaching field.

The survey request was sent to professional coaches, coach training schools and educational institutions, coaching professional organizations, professional organizations in related professions, and significant purchasers of coaching. The author reached out to over 300 individuals, groups and organizations which may be duplicated in the numbers below. There was duplication in the research requests in that one person could be on more than one distribution list (for example the author is on all five of the lists below). Official research requests were made by the following major groups:

- Coachville (announced in ezine to 55,000 members)
- International Coach Federation (bulk email to 9,300 members)
- International Association of Coaches (announced in ezine to 7,100 members)
- Coach Inc (announced in ezine to 7,000 students/alumni)
- College of Executive Coaching (bulk email to database of 4,700 individuals)

## **GENERAL RESPONDENT INFORMATION**

66% of the survey responses were from North America, 18% from Europe and the remaining 16% from the rest of the world. The geographical array of survey responses closely aligns with the International Coach Federation's (ICF) and the International Association of Coaches' (IAC) membership geographical representation as of December 31, 2005. Remember that this survey, the ICF and IAC all are predominately English oriented and thus share the same limitation with regard to geographical representation.

When looking at the rest of the general information for all respondents, some interesting and unexpected results were apparent.

- 86% identified themselves as a professional coach
- 75% had been coaching for more than three years
- 15% had a language other than English as their first language
- 80% were 40 years and older
- Almost 10% were 60 years old and older
- 95% received education beyond high school
- 69% received graduate level education
- 66% indicated they worked in a profession related to coaching

When viewing the demographic information, it is safe to say that coaches are generally highly educated, mature, and multifaceted professionals who work in professions related to coaching. While the summary data presented in this section was not the focus for this survey, it does highlight some interesting areas for further research.

## CORE SURVEY QUESTIONS

The main purpose of this survey was to identify the key influences on the coaching field, be they individuals, professions or other factors.

The core survey questions were:

- What related professional organizations are you a member of?
- Where have you received your coach training?
- What are your coaching niche / specialty areas?
- What are top five professional coaching associations/service organizations in priority order?
- In priority order, what are top five professions that have influenced and/or contributed the most to the coaching field?
- Who are the most influential professional coaches of all time?
- What individuals do you see as currently shaping and/or redefining the coaching field?
- What individuals, in a related profession, have contributed the most to establish professional coaching?

## RELATED PROFESSIONAL ORGANIZATION MEMBERSHIP

The intention of this question was to determine what organizations outside of coaching yet in a profession related to coaching, of which the respondents were members. Respondents may hold membership in more than one organization. Responses were grouped into ten professions which each represented at least 1% of the responses. The remaining responses that did not fit into the ten categories were grouped into an “other” category representing 16% of responses. The top five professions contain 70% of the organizations in which respondents hold membership.

<b>19% Psychology</b>	5% Psychotherapy/Counseling
<b>17% Training and Development</b>	4% Speakers and Writers
<b>15% Human Resources/Personnel</b>	2% Facilitators
<b>11% Management/Business/Consultants</b>	1% Wellness
<b>8% Organization Development</b>	1% Employee Assistance

The top four professional organizations are United States based and account for 40% of the total responses.

14%	ASTD	American Society for Training & Development
10%	SHRM	Society for Human Resource Management
8%	ODN	Organization Development Network
8%	APA	American Psychological Association

## COACH TRAINING

The survey listed 185 different coaching schools as well as an “other” category. Of the 185 coaching schools, 118, or 64%, of those schools were named by respondents. In many cases, respondents attended more than one organization/program. An additional 59 schools/categories were named by respondents.

Thirteen coaching schools constitute 47% of total responses; the next sixteen coaching schools represent 10%; and the six categories of other experience/training represent 22%. These three groups represent 20% of the total organizations/categories and constitute 81% of the responses.

Below are listed the coaching schools in descending order of numerical responses. CoachInc at 13.0%, includes Coach U and Corporate Coach U., Coachville at 7.3% includes the Graduate School of Coaching, Thomas Leonard School of Coaching, and Graduate School of Corporate Coaching in addition to all other Coachville schools and programs. The first three schools share roots in the Human Potential Movement of the 1960s, as is discussed in the section on Individual Coaching.

13.7%	CoachInc	1.9%	College of Executive Coaching
7.3%	Coachville (et al)	1.7%	1 and 1 Coaching School
6.8%	Coach Training Institute (CTI)	1.4%	Coach Training Alliance
2.8%	A Program for Coaches	1.2%	Hudson Institute
2.6%	Newfield Network	1.2%	New Ventures West
2.2%	Abundant Life	1.1%	Academy for Coach Training (ACT)
		1.1%	Institute for Life Coach Training (ILCT)

## COACHING NICHE / SPECIALTY AREAS

A total of 54 different coaching niche/specialty areas were identified and respondents in most cases identified more than one area. No one coaching niche/specialty area counted for more than 6.5% of the over 10,000 responses.

Business related specialties represented 40.5% of the total responses. Three main subgroups are:

- 16.5% business, entrepreneur, organization and team, professional, practice building, sales, cross cultural diversity
- 16.3% leadership, executive and management
- 7.7% career transitions, planning and development

Personal related specialties represented 46.7% of the total responses. Five main subgroups are:

- 26.9% life, purpose, vision, lifestyle design, motivation, creativity, integrity, authenticity, clarity
- 7.9% relationship, family, parenting, teens/children, gay/lesbian, sexuality
- 4.7% transitions, divorce, retirement
- 4.5% ADHD, wellness, self-care, addictions
- 2.5% spiritual, Christian

Responses that fell into both work and personal categories represent the remaining 12.9% of total responses. These included personal productivity, stress reduction/time management, conflict resolution, financial, mentor, communication, academic/education /student, and other.

Coaching niche/specialty areas are balanced approximately 50%-50% between business coaching and personal coaching. This is not surprising given that many coaches take a holistic perspective when working with their clients. Specialty and niche areas are often viewed as a means to attract clients rather than describing a focus for the coaching.

## **PROFESSIONAL COACHING ASSOCIATIONS / SERVICE ORGANIZATIONS**

Respondents were provided with examples of professional coaching associations/service organizations and asked to prioritize the five most influential ones. Respondents could select from the examples provided or add their own. Responses who named non-professional organizations, such as coach training organizations, were removed and the remaining responses were weighted by their priority level.

The top five professional coaching organizations received 79.4% of the votes. Below in priority order are the 13 professional coaching organizations/networks that received at least 1% of the responses. These top 13 groups represent 94.5% of the total responses.

47.0%	ICF	International Coach Federation
15.4%	CV	Coachville.com
8.1%	IAC	International Association of Coaches
4.6%	PCMA	Professional Coaches and Mentors Association
4.3%	WABC	Worldwide Association of Business Coaches
2.8%	EMCC	European Mentoring and Coaching Council
2.7%	CU	Coach Universe
2.2%	ECI	European Coaching Institute
1.8%	PRN	Peer Resources Network
1.7%	AC	Association for Coaching
1.6%	247	247 Coaching
1.3%	ICCO	International Consortium of Coaches in Organizations
1.0%	PBCA	Professional Business Coaches Alliance

The four organizations receiving the largest percentage of responses are United States based. The ICF was started in 1995 by Thomas Leonard and the Coach U advisory board. In 1998 ICF merged with the Professional and Personal Coaches Association, which was founded in 1994 by Laura Whitworth and a diverse group of coaches which included CTI students. Coachville, a combination training, network and service organization, was established in 2001 by Thomas Leonard. PCMA was founded in 1996 in California. The fifth organization is the Canadian group WABC (originally located in the United States and known originally as the National Association of Business Coaches).

## PROFESSIONS INFLUENCING COACHING

For this question respondents were asked to prioritize professions related to coaching. Responses were weighted by whether a profession was identified as first priority, second priority, third priority, etc. This resulted in a percentage of weighted influences for each profession.

The most frequently identified professions were recognized between the mid-19<sup>th</sup> century and the mid-20<sup>th</sup> century. Coaching emerged in the late 20<sup>th</sup> century and is undergoing a similar developmental path which occurred for sociology when it emerged in the early 19<sup>th</sup> century:

“The beginning of sociology is typical for the formation of a new science in that there were was a multitude of different attempts about what sociology should be and do. In the view back, these struggles are filtered by the criterium of success and influence. Whereas the theories of Weber, Durkheim and Marx (and quite a few others) are still used in sociology today, there were other perspectives which are neither well known nor used today, sometimes even if they bear interesting ideas for today. In the end, Sociology did not replace the other social sciences, but came to be another of them, with its own particular emphases, subject matter, and methods.”  
(Biography.ms 2006)

The same may be said for coaching: it will not replace other related fields. Instead it will become another field with its own beliefs, models and practices. The top-most influential fields identified by the survey were:

- Psychology - a branch of philosophy until the 1879 when the first person called himself a psychologist.
- Consulting - grew out of management in the late 19<sup>th</sup> century.
- Organization development - emerged from Social Psychology in the first half of the 20<sup>th</sup> century.
- Sports/fitness/recreation - traced back to the Roman gladiators in 776 BC.
- Management - emerged as a discipline from economics in the 19<sup>th</sup> century. Leadership was delineated from management in 1977.
- Education/teaching - classical education can be traced to the Middle Ages
- Training emerged in the later Middle Ages as apprenticeships.
- Philosophy - Western philosophy is traced to the ancient Greeks in 470 BC and Eastern philosophy has its roots even earlier.
- Human resources - began at the end of the 19<sup>th</sup> century with welfare officers in England and was referred to as the personnel function until the mid-1980s.
- Human Potential Movement – emerged from the social and intellectual milieu of the 1960s with its roots in Humanistic Psychology.
- Sociology - emerged in the early 19<sup>th</sup> century as noted in the quote above.

## INDIVIDUALS INFLUENCING COACHING

The Human Potential Movement of the 1960s significantly influenced coaching. 30% of the individual influencers had direct roots in this movement, particularly the large group awareness programs. 98% of

individuals identified as key influencers appeared in all three survey categories of “emerging”, “all-time” and “from related professions”.

**All-Time influencers** include almost 700 different names. The top 15 names on this list account for 46% of the responses. Thomas Leonard with 11.3% is the only influencer to garner double digit % recognition. He is the founder of much of what is popularly known as coaching today – Coach U, ICF, Coachville, IAC. Werner Erhard, founder of est (the precursor to Landmark Education), is second at 6%.

**Emerging influencers** are defined as people who are on the cutting-edge of the profession, those who are doing /saying surprising and thought provoking things. Almost 600 different names were identified as emerging influencers in coaching. The top 37 names, led by Werner Erhard and Dave Buck, had 45% of the responses.

**Related profession influencers** on coaching had almost 900 different names identified as influencers on coaching who came from related professions. The top 37 names with 85% of responses are headed by Thomas Leonard with 9.2% and Werner Erhard with 6.7%.

From this consistency, this writer might infer the respondents are answering based on name recognition or seeing only one type of influencer. Looking at the possibility of name recognition as a key factor we see most of the top influencers published at least one book (Amazon.com 2006) or are key players in a coach training organization (Google 2006). Since coaching became widely known in the early 1990s, most of the all-time influencers recently came to coaching from related professions.

The clear leaders are Thomas Leonard with 8% and Werner Erhard with almost 6% of responses when combining all three categories. By grouping the top 25 names which represent 45.3% of responses, into categories we find that:

- Human Potential Movement (Coachville, CTI, Coach U, est, Landmark Forum) influencers hold 14 of the top 25 positions for a total 30.1%. Names include Thomas Leonard (8%), Werner Erhard (6%), Cheryl Richardson (2.2%), Laura Whitworth (2.1%) and Dave Buck (2%). The remaining people were named less than 2% of the time: Steve Zaffron, Laura Berman Fortgang, Henry Kimsey-House, Harry Rosenberg, Joe Dimaggio, Nancy Zapolski, Karen Kimsey-House, Randy McNamera and Sandy Vilas.
- Psychology and Adult Development at 4.9%. Anthony Grant, Anthony Robbins, Jeffrey Auerbach, Patrick Williams and Frederic Hudson, were named less than 2% of the time.
- Sports at 3.7% includes Sir John Whitmore and Timothy Gallwey
- Management at 3.2% includes Marshall Goldsmith and Stephen Covey
- Philosophy (Ontology) at 2.6% includes Julio Olalla and James Flaherty

I thank you for your interest in this subject and for completing the survey. I will inform you of the final findings.

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