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COVID-19 and the Coaching Industry

About the 2021 COVID-19 Snapshot Survey

The *2021 COVID-19 and the Coaching Industry Snapshot Survey* launched on

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- Human Resources / talent development managers / directors who use coaching skills
- Managers or leaders who use coaching skills

To mirror the short field work period of the *2020 COVID-19 and the Coaching Industry Snapshot Survey*, this survey closed on February 19, 2021.

Results from this survey are anticipated to be released in late March, 2021.

Results Now Available: 2020 COVID-19 and the Coaching Industry

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More on the COVID-19 Snapshot Survey

The International Coaching Federation's portfolio of industry research allows the community of coaches to stand strong with fresh knowledge of industry trends to inform their daily decisions. The *2020 Global Coaching Study* is the largest coaching industry research study in history. It incorporates 22,457 valid survey responses from coaches and managers and leaders who are using coaching skills in 161 countries and territories.

The *Global Coaching Study* quantifies the size and value of the coaching industry worldwide and by region. The study was designed to engage with as

many coach practitioners and managers/leaders using coaching skills as possible to provide an up-to-date picture of the coaching profession and empower coaches to embrace the opportunities and meet the challenges ahead.

The *Global Coaching Study* is commissioned by ICF and conducted by PricewaterhouseCoopers (PwC). The study is based on a comprehensive survey of the coaching industry, and explores topics including industry size and revenue, the business and practice of coaching, and perspectives on industry trends.

Because the survey for the *2020 Global Coaching Study* closed right before COVID-19 changed the world forever, that research represents a new benchmark for us – the last global survey of the coaching industry conducted entirely before the dramatic changes COVID-19 has made to how we live and work.

The world we live and work in today is dramatically different from the world we lived in during the second half of 2019, when we conducted our field work for the *2020 Global Coaching Study*. It will be months or years before we can fully appreciate the impact of the ongoing COVID-19 impact on coaches, managers/leaders who use coaching skills, and the individuals and organizations who partner with coaches.

Thus, the *2020 Global Coaching Study* has enormous relevance as a benchmark: It is the last and best possible snapshot of the coaching industry, pre-pandemic. However, it is no longer a current snapshot. It is a picture of **what was**. To better understand **what is**, in June 2020 ICF and PwC launched *COVID-19 and the Coaching Industry*, a snapshot survey designed to assess the impact of the pandemic on the coaching industry worldwide.

Despite a relatively brief field period (less than one month), the survey for *COVID-19 and the Coaching Industry* yielded more than 10,000 responses from 140 countries and territories. It provides a timely and accurate snapshot of how

the early months of the COVID-19 pandemic impacted coaches and managers and leaders who use coaching skills.

To continue capturing the impact that COVID-19 has on the coaching community, ICF commissioned once again with PricewaterhouseCoopers (PwC) research to conduct a second COVID-19 and the Coaching Industry Survey. The survey’s purpose is to enable a side-by-side comparison of two snapshots: the coaching industry pre-pandemic and mid-pandemic to show how the coaching industry is faring during the pandemic and if coaches and managers and leaders using coaching skills feel the vaccine will make an impact.



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