



2010 INCREDIBLE AWARENESS COACH SURVEY

EXECUTIVE OVERVIEW

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www.IncredibleAwareness.com
www.askacoach.com
www.CoachingToolsAndResources.com
www.TheWheelsOfLife.com
www.RecreationalWhinge.com
www.NoelPosus.com
www.ClaireStretch.com
www.FilmStretch.com.au

2010 INCREDIBLE AWARENESS COACH SURVEY

INTRODUCTION

Incredible Awareness launched its 2010 “coach survey” on the 15th of February 2010 allowing respondents to participate up until the closing date of end-of-day on 27th February. The survey was promoted through the newsletter of one of Incredible Awareness’s services, www.askacoach.com.

As was promised in the invitation, the full and unedited results of the survey are available to any individual or organisation that would find the results potentially of some benefit to them.

These results can be downloaded from the Incredible Awareness website Media page; scroll down to ‘Surveys’: <http://www.incredibleawareness.com/media.html>

We request that you keep the following points in mind when accessing, reviewing and/or using the data in this survey:

- The survey was designed with certain purposes in mind, which are reiterated in the section further in this overview document titled “Purposes of Survey”. Please read our purposes carefully.
- Although 102 anonymous responses were received, only 80 of those completed the whole survey. We also know that some coaches reported that they had technical issues and felt they lost their responses and so completed the survey again. We know this happened to three coaches, but may have happened to more. It is also obvious with some of the text responses provided that they came from the same person. Although this can be expected in any survey, it does reduce the true accuracy of some of the percentage scores provided. As this was an anonymous survey, it was not possible to identify and remove every duplicate response so no editing occurred at all.
- This survey data is excellent for inspiring questions for further exploration. It does not necessarily draw any absolute conclusions. It also does not adequately represent a representative sample of the entire coaching community. Most responses represent Australia, then Europe and then a small number of responses from Asia, Africa and the Americas. Please be very careful of the temptation to make assumptions or commit to conclusions that the data could not logically and statistically validate.
- If you’re going to use this data for any purpose, please give attribution to “The 2010 Incredible Awareness Coach Survey” where it is appropriate to do so and provide the weblink where the survey results and this overview document can be accessed.
<http://www.incredibleawareness.com/media.html>

For the reasons stated above, this overview document DOES NOT analyse the data from the survey. We have decided to simply make the data available to anyone who would like to see it and allow those readers to explore the information, to consider their own questions and to arrive at their own insights about themselves, their organisation and/or the coaching industry without being influenced by our opinions at Incredible Awareness.

That said, we have identified a number of questions and ideas for potential future surveys and have received valuable information that can help us enhance the design of some of our own services.

What we’re most grateful for though is that the vast majority of respondents stated they received great value from the experience of reflecting on themselves as individuals, as coaches, as business professionals and as members of the coaching community in whatever form that takes for them. Many have indicated a new or renewed commitment to developing themselves further, including getting coached and/or receiving supervision.

PURPOSES OF SURVEY

When launching the survey, we advised of the following purposes for the collection of the data:

- To share the data with our colleagues. We encourage any individual coach or any coaching organisation, group, school, etc to utilise this data if it would be of benefit to them, keeping in mind the requirements for doing so stated earlier in this document.
- Incredible Awareness wants to ensure we're providing as close as possible the "right" type and amount of coaching information, tools and resources to our coaching community through our various websites.
- Specific to the above point, Incredible Awareness will be launching a new service, in March/April 2010 to the coaching community called, www.CoachingToolsAndResources.com. We're busy creating a lot of content to support our coaching community, and although we have lots on the development site already, we know that we'll be adding hundreds more resources in the next few months and the same amount again each year. The feedback in parts of this survey will help us to provide information about resources that the community is looking for, such as coaching methodologies, tools, sources of coaching news, schools, professional bodies, etc.
- I (Noel Posus) am speaking at a number of coaching conferences and facilitating a number of workshops for coaches throughout 2010 and this information may be useful to support certain key messages in those events. The information will be used with great care in such instances to ensure that it helps promote questions versus making absolute statements about the coaching industry.
- To provide a survey design that could also be viewed as coaching-type questionnaire that might inspire self-reflection, new choices and new behaviours for coaches in terms of:
 - [Mastery of Self](#)
 - [Mastery of Coaching](#)
 - [Mastery of Business](#)
 - [Mastery of Industry](#)

Numerous respondents identified this objective was met successfully.

- To raise funds for World Vision. Originally we were going to donate AUS\$1.00 for every survey completed. At the midpoint of the survey being open, having only received about 40 completed questionnaires, we increased this to AUS\$2.00 per survey. With 102 responses received, Incredible Awareness has decided to donate a total of AUS\$250.00 to World Vision. This donation was performed on 28/2/2010 (The publication date of this report) through our www.CoachingToolsAndResources.com link to World Vision. The donation was made by Noel Posus on behalf of the company.

ACCESS TO SURVEY

The survey data and this overview document can be accessed through the Incredible Awareness website as stated previously. If anyone wants the raw data in Excel CSV format in order to create their own charts and diagrams, we're happy to make this available upon request by emailing noel@incredibleawareness.com. We simply ask that you DO NOT CHANGE the raw data in anyway as that would be unethical. By making the data available, we ARE trusting the morals, ethics and integrity of the requestor.

INTERESTING QUESTIONS THIS SURVEY HAS INSPIRED

The Leadership Team at Incredible Awareness have identified a number of questions the survey responses have inspired from our perspective. Please note these are questions – not conclusions. As professional coaches, we are just as pleased with these questions, as compared to statistically valid conclusions, for the opportunities for further exploration and conversation they provide.

- It would seem that quite a few coaches do not maintain a documented Personal and Professional Development Plan for themselves. Our own experience working with colleagues often mirrors this. We're curious about all the various reasons for a coach not to maintain a documented plan, but more specifically we have the following questions:
 - How successful is managing a development plan that is in one's head as compared to one that is documented?
 - Is there any existing research, which is also accessible, that explores such a comparison?
 - Do coaches need to demonstrate that they use the same tools for themselves that they ask their clients to use? Why or why not?
 - How important do coaches feel it is to manage their own development generally and/or specifically, to be considered as using the model of Mastery of Self, Coaching, Business and Industry, that Incredible Awareness bases most of its coaching resource materials on?
- We reformatted the data from the Wheel of Life question to come up with the following average scores across the entire respondent group. Questions to follow graph.

TOPIC / AREA	AVERAGE SATISFACTION
Health	71%
Knowledge and Learning	79%
Social / Relationship with Others	75%
Financial	65%
Family	77%
Relationship with Self	80%
Relationship with Partner	73%
Spiritual Health	77%
Career	72%
Business	67%
Giving to Others	80%
Giving to Self / Honouring your own Needs	71%

- What are the contributing factors to the score of each area?
 - Would each of these be a useful survey or research area for the future?
 - Financial and Business scored the lowest, followed by Health, Giving to Self and Career. What, if anything, might this mean about the coaching industry and would it be worth exploring this further?
 - Relationship with Self and Giving to Others scored the highest, followed by Knowledge and Learning, Family and Spiritual Health. What if anything might this mean about the coaching industry and would it be worth exploring this further?
- A bit over half of the respondents indicated they are currently being coached and/or receiving supervision.
 - How does this rate against the whole coaching community?
 - What research might already exist and be accessible about this, and what else might that research teach us?
 - How do professional coaches evaluate "successful coaching" when they are the "client"?
 - A significant number of respondents indicated they couldn't afford coaching/supervision at the moment. What other options exist and how could these be promoted to the community?

- Only about 35% said that if they worked with a coach it would be focused on developing their business knowledge, skills and behaviours. Other parts of the survey also indicate that respondents' satisfaction in business capabilities, interests, time devoted to business development etc were not high.
 - Are coaches who are struggling with various business issues, skills, etc actually seeking out coaching to assist? Why or why not?
- When asked about the greatest opportunities for improvement as a coach some of the more common answers included listening skills, questioning skills, organisational skills and business development.
 - Why were these specifically mentioned?
 - How are coaches measuring the improvement in these areas? (Are the comments based on lack of self confidence, coming from fear, or are they based on actual data that validates the a competency level?)
- Approximately 60% indicated the amount of time they spend on business development isn't "good enough". Other parts of the survey have respondents commenting on how difficult this area is for them, that they're putting less effort into developing this area than other areas, and the various things they would like to have such as an agent to get the work for them.
 - Are coaching schools doing "enough" to support coaches to develop their business skills?
 - Does research like this exist and how could it be accessed?
 - How successful would the "agent" model be and how could this be tested?
- There seems to be some confusion as to what constitutes a "professional body".
 - What are coaches being taught in coaching schools regarding this?
 - What are the coaching professional bodies doing to help make this clearer?
- There seems to be some confusion as to what constitutes a "profession/industry body credential".
 - What are coaches being taught in coaching schools regarding this?
 - What are the coaching professional bodies doing to help make this clearer?
- There seems to be quite a variety of the complaints coaches have about the industry, with a handful of common themes occurring.
 - What do individual coaches feel they can do to address these complaints?
 - What would it take to get more coaches to volunteer to work with the professional bodies to explore these areas further?
 - Are some of the complaints actually "fixable"?
 - If there are so many different types of coaches, is it realistic to think that we could come up with a unified standard that applies to all types of coaching? If yes, then how; or if no, then why not?
 - Is it realistic to think that, with so many different types of coaching professional bodies, coaching schools, etc, which may or may not have competing interests, we could develop solidarity as an industry? If yes, then how; or if no, then why not?

There are numerous other questions that could be asked here, but for brevity we have only supplied some here to encourage even more thinking for the readers. In particular, the questions provided in the "What questions would you liked to have been asked?" section are fantastic, and many of them could be useful in future surveys run by us or other organisations/groups.

CLOSING and CONTACT / QUESTIONS / REQUESTS

We are incredibly grateful for all the coaches who contributed to this survey and also to all who will do positively impactful things, with integrity, with the data shared. On behalf of the entire Incredible Awareness team, "Thank You!" If you have any comments, questions or requests, please direct them to Noel Posus at noel@incredibleawareness.com or call 0416 006 476 (of +61 416 006 476 from outside Australia).