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**Coaching positively impacts self-esteem**  
*Study reveals top motivations for seeking coaching*

Lexington, Kentucky, USA – What are the top reasons people seek professional coaching services? According to a recent global study of coaching clients commissioned by the International Coach Federation (ICF), the top two motivations are self-esteem/self-confidence and work/life balance.

Participants of the 2009 *ICF Global Coaching Client Study* were given a series of 15 areas often addressed by different types of professional coaching and were asked how important each area was in their decision to seek out coaching services. In other words, what areas of their life were they trying to improve?

Seventy-nine percent of respondents rated self-esteem/self-confidence as “very” or “somewhat important,” followed by 76 percent for work/life balance<sup>1</sup>. Out of the 15 areas assessed, these two categories emerged as core motivations for seeking coaching with at least half of all respondents identifying them as “very important” in their decision to seek coaching.

The study found that while motivations vary somewhat based on the type of coaching sought, self-esteem and work-life balance surface to the top as generally quite important regardless of coaching type, as does the following general motivation factors: relationships, interpersonal skills, communication skills and work performance.

“The *Client Study* showed coaching has a positive impact in clients’ goal areas, as well as other areas that weren’t originally identified as primary objectives,” said 2009 ICF President Karen Tweedie, PCC<sup>2</sup>. “And ninety percent of participants whose goal was to address self-esteem/self-confidence reported a positive change in this area as a result of coaching.”

Benefits in self-esteem/self-confidence were also experienced by 52 percent of participants who did not have this area as a primary objective when entering into a coaching agreement.

“Our research shows that those who work with a professional coach not only attain success in the goal areas which initially led them to seek a coach, but, more than likely, find themselves enjoying positive changes in other areas of their life as well. This often means noticeable improvement in their relationships, wellness and other parts of their business or personal lives,” Tweedie said.

Commissioned by the ICF, the *ICF Global Coaching Client Study* was conducted in late 2008 by independent research firms PricewaterhouseCoopers (PwC) and the Association Resource Centre Inc. to gather reliable, in-depth data on the ever-growing number of individuals throughout the world who have experienced professional coaching. This study surveyed 2,165 coaching clients from 64 countries, and serves as companion research to the groundbreaking *ICF Global Coaching Study* released in 2007.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring or training. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision-making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

The International Coach Federation is the leading global organization for coaches, with more than 14,500 members in over 90 countries, dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches. The ICF is the only organization that awards a global credential which is currently held by over 5,400 coaches worldwide. For more information on how to become or find an ICF Credentialed coach, please visit [www.coachfederation.org](http://www.coachfederation.org).

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<sup>1</sup> Results representative of survey respondent sample.

<sup>2</sup> PCC: Professional Certified Coach, credential awarded by the ICF.