Trends in Coaching
Four ways to stay competitive

We are experiencing the golden age of executive and leadership coaching. According to the International Coach Federation (ICF) 2016 Global Coaching Study, there are more than 53,300 part-time and full-time professional coaches worldwide, 33 percent of whom are based in the United States. More than 10,000 have earned a coaching credential, including members of NSA, CAPS, and other speaker organizations around the world who choose to earn multiple designations like the CSP® (Certified Speaking Professional™). Global revenue is estimated to be more than $2.3 billion.

A few business analysts predict that the demand for coaching will level off. I disagree. I see continued global growth at the rate of 6 to 10 percent per year mixed with a period of disruption caused by technology, a new value universe, and a shift to empathic leadership.

Here are four trends you need to address to ensure you will continue to be competitive now and in the future.

GOVERNMENTS, CORPORATIONS, AND NON-PROFITS ARE NOW REQUIRING CREDENTIALS TO BE HIRED. If you have not already done so, acquire a globally recognized credential—or, at the very least, make it your mission to attend a few courses given by an ICF-approved training school or university. This will ensure you understand professional coaching and are advancing best practices.

The coaching field is currently unregulated. Anyone can say they are a coach. As a result, the number of untrained and incompetent coaches—along with client horror stories—is on the rise. There are hundreds of training and certification programs worldwide, including many driven by speakers. Some will certify you if you simply pay a fee. Make sure you are trained by an accredited school that gives you a body of knowledge and a credential you can bank on.
DISTINGUISH YOURSELF AS A PROFESSIONAL COACH, NOT JUST AS AN EXPERT IN YOUR FIELD.
When an expert inserts himself or herself into the coaching process with their expertise, he or she can shift the being and doing from the client's agenda to their expert agenda. In coaching, the client's agenda drives the steps that should be taken to achieve a desired outcome—without the advice from you. In consulting, the consultant's expertise drives the collaborative effort to achieve a desired result. In a professional coaching role, you are not the expert. The client is the expert of his or her own life.

MILLENNIALS WILL SHAPE THE FUTURE.
As more millennials (born between 1982 and 2004) enter the speaking and coaching professions, they will bring a potent digital skill set to the marketplace. Their innate comfort with self-mastery, multiple credentials, and utilizing technology will allow them to seriously compete with older speakers and coaches who are using business models that, while effective in the past, do not allow for changes being caused by disruption and shifts in society drivers.

If you embrace coaching as a powerful modality of support, you will generate a lucrative revenue stream that serves your speaking business.

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RESOURCES
COACH TRAINING/CREDSIDENTIALING
Association for Coach Training Organizations (ACTO)
actoonline.org
International Coach Federation
coachfederation.org
Board Certified Coach (BCC), Center for Credentialing and Education
ccce-global.org
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SHOWCASE INTEGRITY.
Many top motivational speakers have set up coaching divisions in their companies. Often subordinates are running the coaching programs and students rarely come in contact with the speaker, especially if he or she has celebrity status. If one is going to advertise that they coach, they should be part of the program in more than just name only.

Further, a cottage industry has developed within the speaking industry that is driven by the expert culture. Many speakers now offer online courses and academies claiming to coach people in such areas as publishing, growing sales, monetizing business, marketing, affiliate programs, email campaigns, product development, media training, and more.

Most of these programs are stellar. The problem is that many speakers and trainers are not really coaching; they are experts telling their clients what they need to do to succeed. Call these offerings what they are: trainings. Don't say you coach unless you know what professional coaching is and you are actually offering professional coaching.