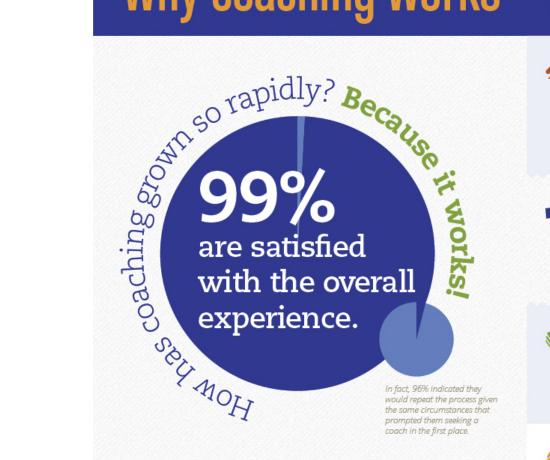
Why Coaching Works

There are an estimated 47,500 professional coaches across the world bringing in an annual income close to \$2 billion each year.





Increased Productivity

Professional coaching explicitly targets maximizing potential and in doing this unlocks latent sources of productivity and effectiveness. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience in the face of growing complexity and uncertainty.







l Impro Tim nt Manage



nproved Time nagement



nt Effec



Team



Positive People

In the face of uncertainty caused by workforce reductions and other factors, expectations remain very high. Restoring self-confidence and self-trust to face the challenges is critical to meet organizational demands.



roved Improve elf- Relational



Improved Communicatio



Life/Wor



Return on Investment

The coach-client relationship generates learning and clarity for forward action with a commitment to clear measurable outcomes. Coaching offers a good return in investment for individual clients and offers a significant return on investment for companies.



individuals that made back at least their





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Formed in 1995, today the international Couch Federation (ICF) is the leading global organization, with more than 7,000 members, deducated in advertisg the couching profession by softiag high professional standards providing in deepen of conductinal or counters. We exist to support and adverte the couching profession frivegit programs and standards supported by our members and to be an authoritable security on couching information and research for the public.