

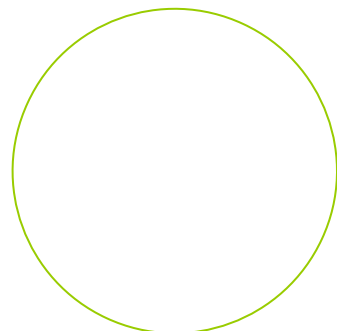
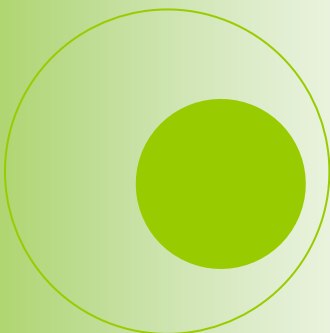
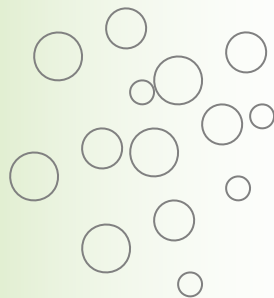


**anuario
coaching**

2008



INFORMACIÓN COACHES



Data and Statistics:

The data from our research provides an objective view of the current coaching in Latin America, from the information and experience expressed in the survey, by coaching professionals from various countries in the region.

We have organized the collection of data on the coaching market, in two major aspects:

- Surveys of Coaches.
- Enterprise Surveys.

Surveys forms are at: www.latincoaching.com

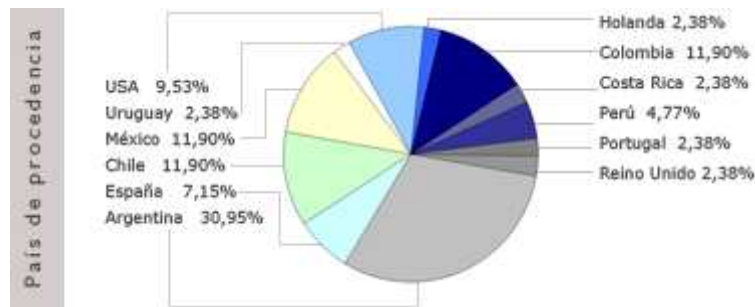
Sample:

The sample, from which we have analyzed, organized and presented data and statistics, is:

- 94 cases of Coaches.
- 32 cases of Companies.

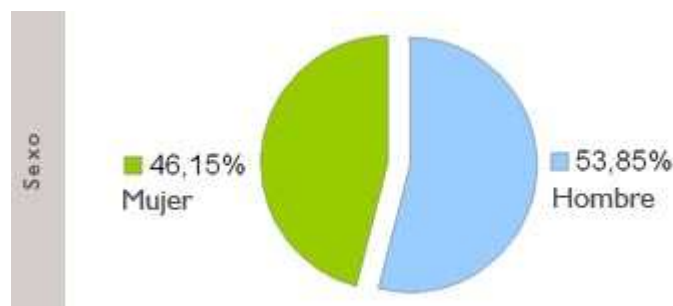
The collection methodology has been primarily on-line and in less proportion by telephone and face.

The composition of the sample by country of origin of the coach is:



Profile Coach Participant:

The participation rate by gender coach:



Years of experience in coaching: **The overall average is 6.81 years.**

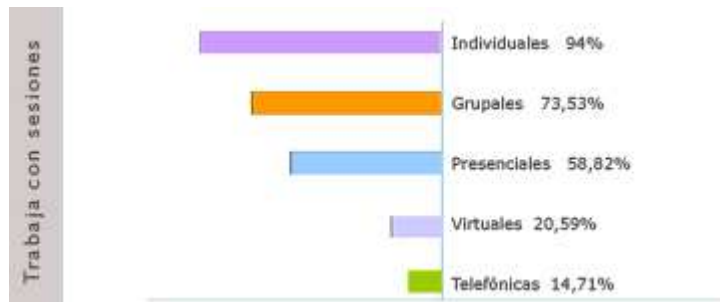


They offer other services in addition to coaching:



The services listed above are: Training, NLP, Employment relationship of dependency, Organizational and Family Constellations, Mentoring, Team Building, Outdoors, Institutional Image, Shows radio, Books, CDs. Risk Management, Ballet, Dance Therapy, Market Research, Change, Negotiation, Conflict Resolution, Strategy meetings, Blogs, Newsletters.

Work with coaching sessions:

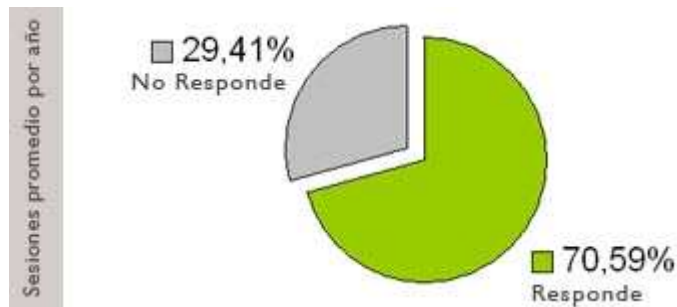


Hourly value of coaching:



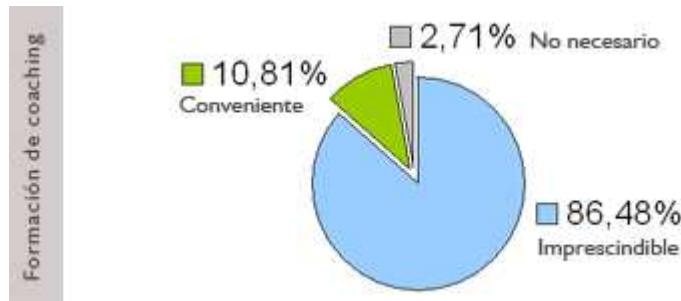
Number of coaching sessions per year: The Average: 148.71 sessions.

The response rate was, as follows:

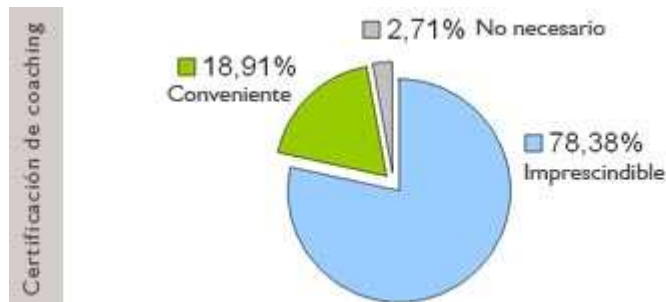


Coaching Profession:

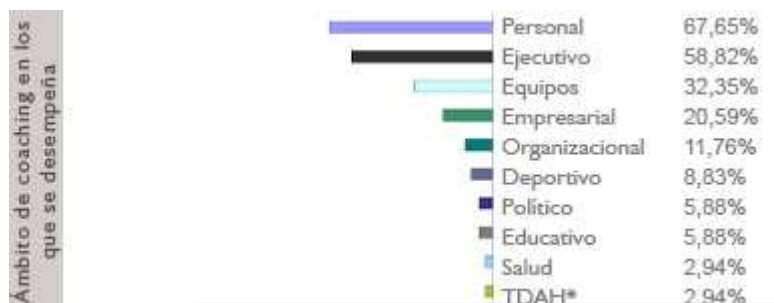
To have coaching training is considered:



To Have coaching certification is considered:

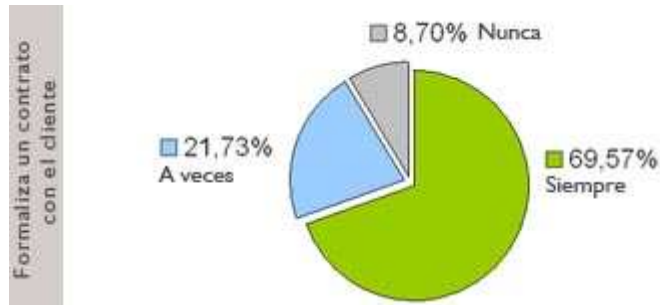


Field performance coaching:

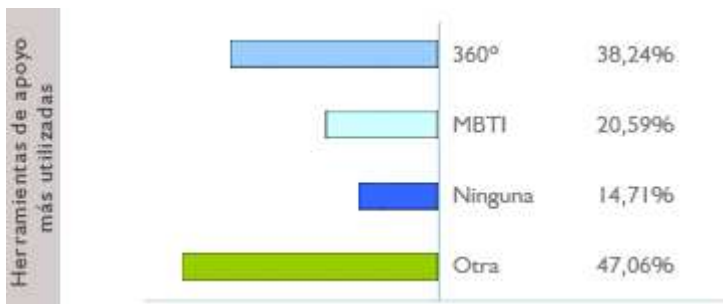


Coaching Process:

The coaches formalize a contract with the customer:



The tools used to support are:



The tools listed above are: Reports Selection, LSI (Lifestyles Inventory), Climate Surveys, NLP, Transpersonal Psychology, BSC indicators, Wheel Of Life, ACL II, DISC, Enneagram, Aikido, Yoga, AQAL, Grow, SURE, Focus, Creative improvisation, LQ of Covey, Birkman Model, Benzinger.

The average duration of the coaching session is: 81.18 minutes.

The times spent by coaches to prepare and review sessions are:



Coaching services contract:

Clients require the coach holds:

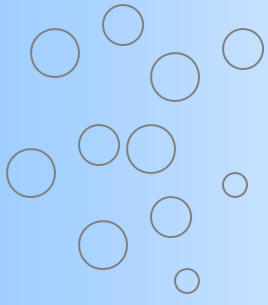


The decision of hiring coaching services is from:

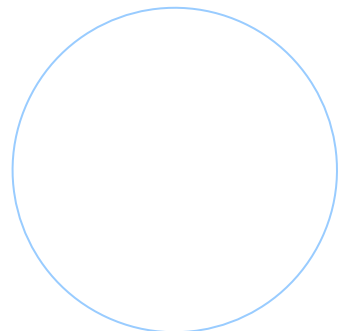
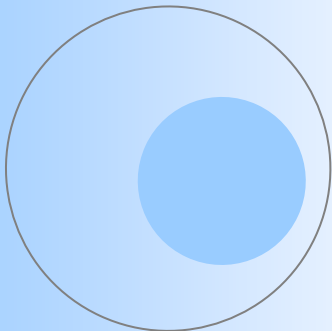


Billed by the coaches:





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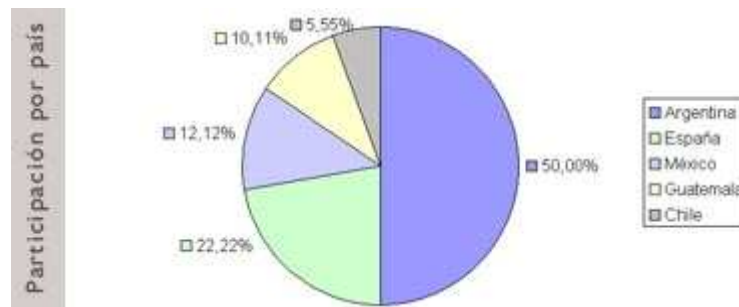


Profile of participating companies:

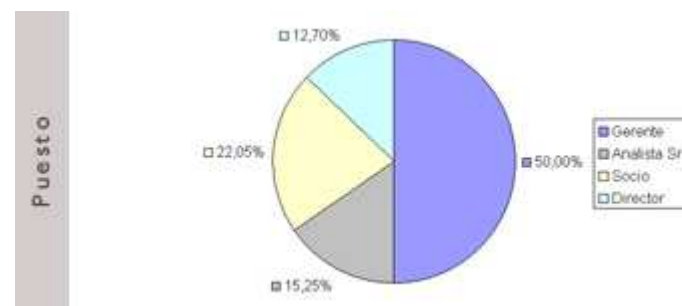
Gender:



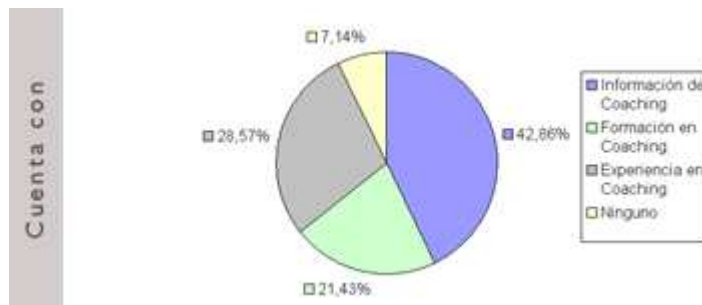
Participation by country of residence:



Your place in the company or organization is:

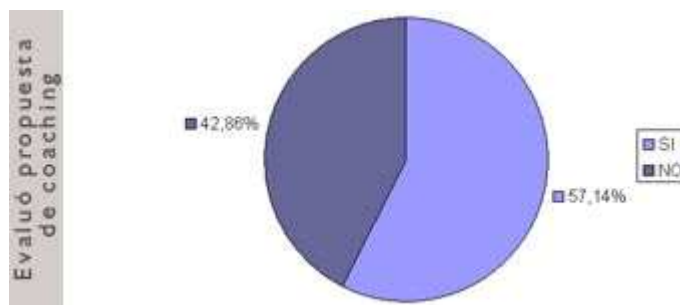


Has:

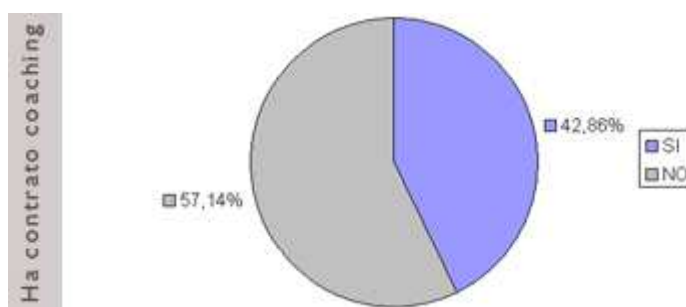


Coaching Services:

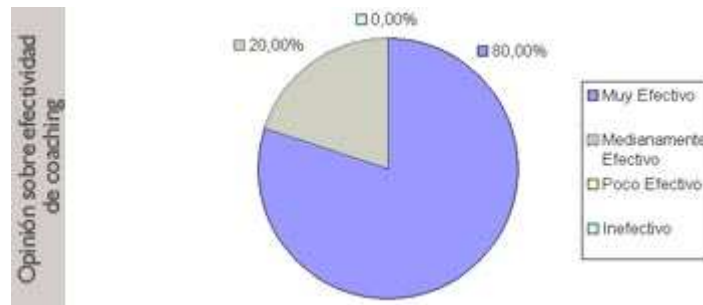
Coaching proposals have been evaluated to develop internally in your company:



Has hired coaching services:



Your opinion on the effectiveness of coaching, having contracted services is :



Average number of meetings it has hired in the year:

-Average-7 meetings.

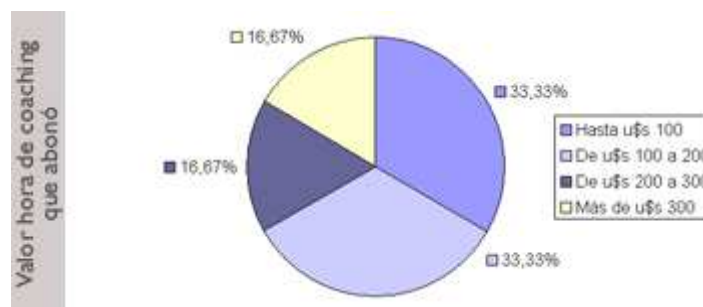
The average number of sessions with each case / process:

-Average: 3.86 sessions

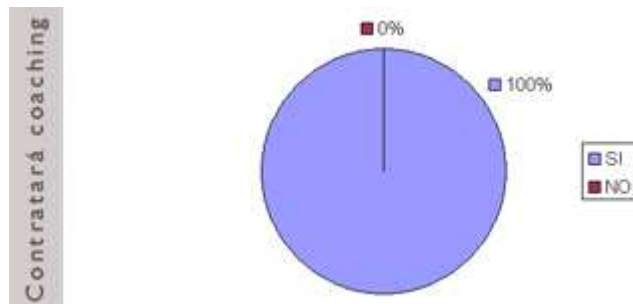
The average duration of the session is:

-Duration of the session: 105 minutes

The value of time / coaching that you have paid is:

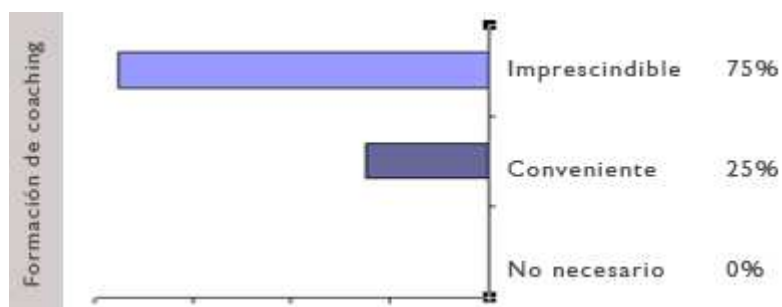


Considers coaching services in the future:

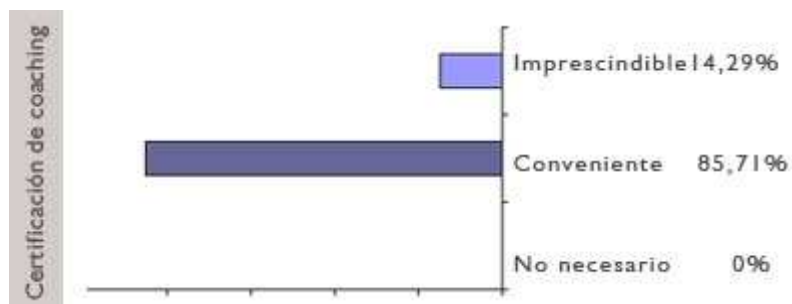


Coaching Profession:

Believes that the coach should have training in coaching :



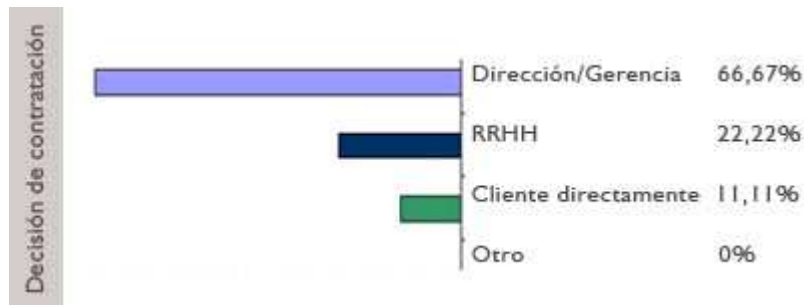
Believes that the coach should have certification/ accreditation



When you hire a coach, you hope he/she holds:



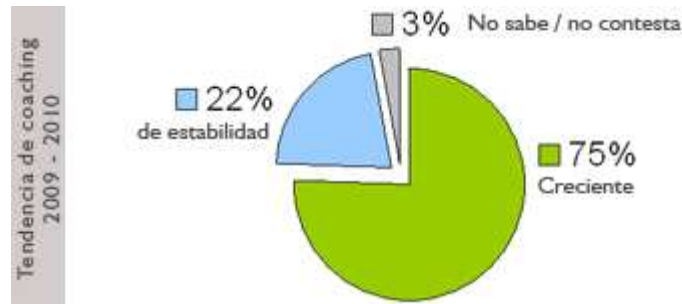
The decision of hiring coaching services is from:



Coaching Market Trends

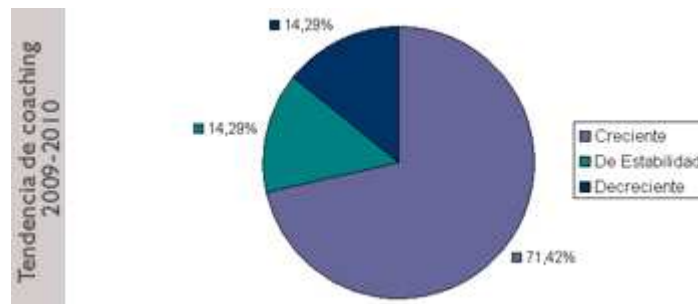
According to data obtained from surveys Coaches:

The trend of coaching for the period 2009-2010 will be:



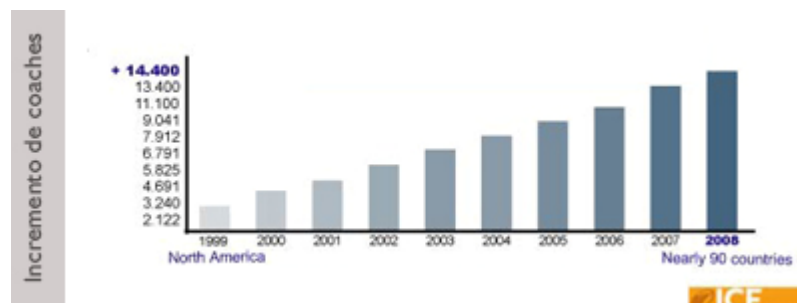
According to data from surveys Companies:

The trend of coaching for the period 2009-2010 is:



Coaching Associations trends:

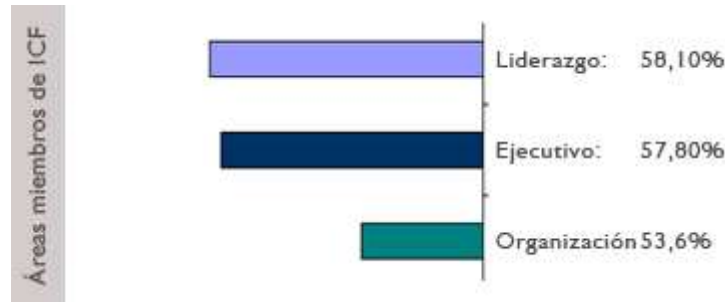
Increase in population associated with ICF coaches from the start





Information ICF (Internacional Coach Federation)

The main areas of performance of the coaches of ICF members are:



Members of ICF practice specialties of all kinds of coaching, including life coaching.

Source: ICF.



Información ICF – Chile (Internacional Coach Federation)

The network of graduates coaches, members of the ICF-Chile are:

ICF - Chile: 750 people.

According to the annual meeting attendance, ICF - Chile has maintained a sustained growth of 100% annually.

Source: ICF - Chile.



Internacional coaching Comunity (ICC)

- The International Coaching Community is one of the largest professional organizations for coaches in the world.
- ICC is a nonprofit, which is registered in London, England.
- All members of the ICC concluded successfully International Coaching Training Certification.
- All the coaches of the ICC are working under the highest standards of skill and ethics.
- To be a member of ICC, you need to successfully conclude the training for the International Coaching Certification.
- ICC expanded its membership by 100% in 2006
- In 2008, ICC conducted over one hundred training in fourteen different countries. Founders: Joseph O'Connor and Andrea Lages

47 countries with more than 3000 members of ICC coaches in the world:

Brazil China Norway Argentina Colombia Pakistan Canada Costa Rica Panamá Chile Denmark Peru Dominican Republic Germany Poland Greece Ecuador Portugal France South Korea Japan Spain Malaysia Mexico Sweden United Arab Emirates Venezuela Turkey Hondure Taiwan Holand Guatemala Australia Uruguay Bolivia United States of America Iceland Italy Mauritius Marocco Belgium Angola Finland Scotland Nicaragua Paraguay

International Coaching Community Focus on the person

Certifies coaches, no training, because they believe that those who make it work coaching, are people. Through its core competencies of coaching standards and ethics, the ICC supports and develops the profession of coaching and coaching activity. The ICC is inclusive, not exclusive.

Common language

When performing a course of the ICC, anywhere in the world, issued the same basic training. The coaches of the CCI share the same language on coaching.

Social perspective

The ICC considered coaching as a powerful force for a better world and is initiating social projects in education.



Information ACC (Asociación Chilena de Coaching)

ACC Members: 25 people

Source: ACC



Information ICF – Chile (International Coach Federation)

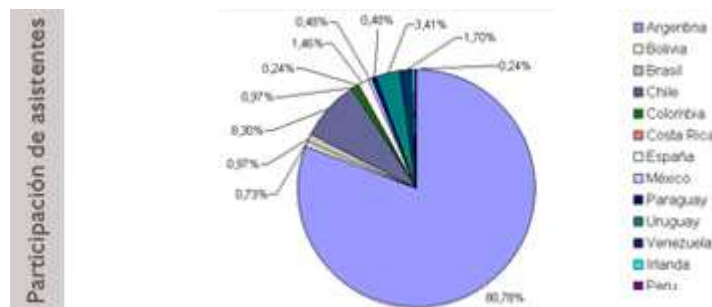
- Number of Members: 400
- The rate of growth in the last year has exceeded 100%
- The AAPC has six committees in the country

Source: AAPC



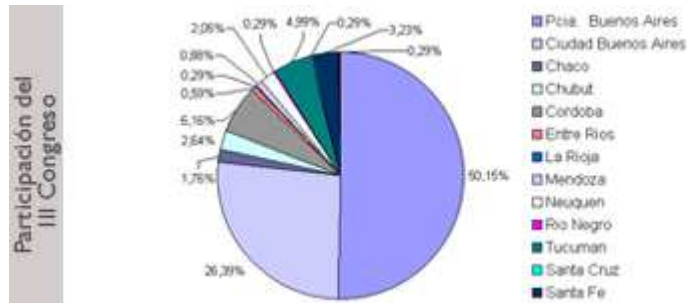
Coaching Argentine Congress

The percentage of assistance to the Argentine Congress of Coaching (2008), by country of origin is:

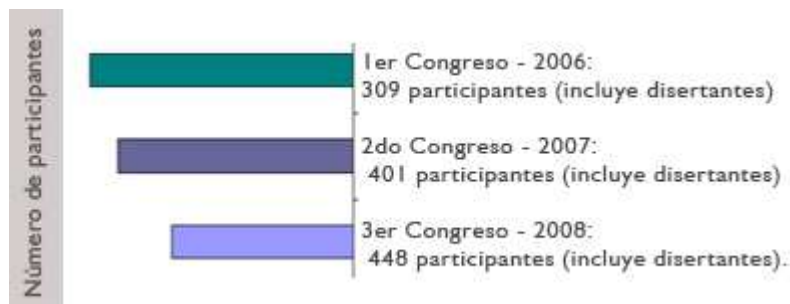


Source: Congreso Argentino de Coaching.

Of the total number of attendees from Argentina, the participation rate by province is:



Regarding the trend, the total number of participants in each of the 3 years that Congress has made:



The percentage increase in participation is:

- From 2006 to 2007: 29.7%
- From 2007 to 2008: 11.72%

Source: Coaching Argentine Congress.



EMCE `08

According to the study EMCE'08 Market Survey 2008 Executive Coaching:
Coach profile in Spain:

- Men and women between 31-49 years.
- Reside and exercises in Madrid.
- With 1 to 5 years of experience.
- It offers other services, especially training.
- It has 21 new coaches in 2007.
- Performs 123 coaching sessions a year.
- In the form of individual sessions and face.
- With processes between 4-10 sessions of 90 minutes / session. With annual turnover of € 29,700.

Source: `08 EMCE Project developed by the Executive Coaches Bacás James (Project Director), Luis Picazo and Jorge Salinas, in collaboration with the group RHM and disseminating rrhhMagazine.com.

Google:

77.800.000 the approximate number of sites related to coaching, the day 21-12-08.
761.000 pages of coaching are in Spanish
Approximately 148,000 are sites related to the Argentine coaching.
231.000 sites of coaching courses.
338.000 school site coaching.

A little bit of History

Price Waterhouse Coopers:

To get an idea, the figures of the last survey conducted in 74 countries by Price Waterhouse Coopers estimates that coaching has moved in 2006 about 15,000 million dollars.

Manchester Inc:

Published a study that sought to quantify the impact of executive coaching on a sample of 100 directors in 2001. The findings of the survey showed that companies that provided coaching to their executives received the following benefits:

Improved productivity 53 %
Quality 48 %
Organizational strength 48 %
Customer Service 39 %
Provision of shareholder value, cost reduction 23 %
Minimum level of profitability 22 %

Besides the direct benefits for companies, executives who received coaching improved:

Direct Communication in labor relations 77%
Relations with the immediate supervisors 71%
Teamwork 67%
Relations with peers 63%
Job satisfaction 61%
52% reduction in Conflict
Organizational commitment 44%
Customer Relationship 37%