

Return on Investment (ROI) Exciting Current Trends in Coaching!

Did you know the average cost of obtaining a master's degree in the US is between \$30,000 and \$120,000? According to College Plan:

HOW MUCH Does A Master's Cost?



<https://www.onlinecollegeplan.com/online-masters-degree-programs/>

What is exciting is that current trends give people interested in Management, Leadership, Executive Coaching, Human Resources and other helping professionals access to high-caliber coach training at a fraction of the cost and time it takes to obtain a graduate degree. Furthermore, the skills-sets and earning potential empower professionals with the ability to contract privately or be hired by a company.

Typical Rates for Credentialed Coaches:

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|-----------------------|----------------|---|
| • Personal Coaching | \$75-\$125/hr | Relationship, Health, Life |
| • Leadership Coaching | \$150-\$200/hr | Leadership Development |
| • Executive Coaching | \$250-\$500/hr | 360 Process / Leadership Capacity Building |
| • Business Coaching | \$200-\$500/hr | Business Growth / Company Culture / Team Building |

Attending an ICF Accredited Coach Training Program (ACTP) is the equivalent of obtaining a master's degree in the coaching world for the price of a car and in half the time. Tuition for PCC level training and mentoring falls between \$8,000-\$15,000, full investment for securing the professional credential.

The International Coach Federation (ICF) credentialing standards:

ACC = Associate Certified Coach	PCC = Professional Certified Coach	MCC = Master Certified Coach
Obtaining an ACC credential (ACSTH – Approved Coach Specific Training Hours) is the equivalent of obtaining a bachelor’s degree in the coaching world.	Obtaining a PCC credential (ACTP – Accredited Coach Training Hours) is the equivalent of obtaining a master’s degree in the coaching world.	Obtaining an MCC is the equivalent of obtaining a doctorate in the coaching world.

Exciting news for coaches!

Upon coaching certification, coaches charge between \$75 - \$250/hour (depending on what niche you serve). Also, students start taking new clients while still in training, or, begin coaching in their organization. The skills learned in training also translate into leadership and management excellence, which can lead to career progression.

Current benefits to coaches:

- 1) Coaches in training are able to start building their coaching clientele and make an income while still in training.
- 2) Coaching programs are designed around full-time employment schedules, allowing students to maintain work/life norms while working towards certification.
- 3) Graduating from an ACTP has the earning equivalent of obtaining a master’s degree in the coaching world, with a fraction of the cost and time.

A fun and rewarding career move!

- ⇒ *Current trends are very in-favor of the coach.* Degrees currently are leaving people with higher dept than return on investments, making certifications and credentialing a very helpful alternative.
- ⇒ *Coaches report feeling happy and fulfilled after coaching others.* Coaching is a positive, forward thinking professional service. (Versus professions with high burn-out rates.)
- ⇒ *Coaching is a booming industry and just getting started!* Forbes sited coaching as one of the fastest growing 6 figure incomes. Studies show that coaching is highly effective, impactful and has an outstanding RIO. This has led to an increased demand for coaches worldwide.

What does the research show?



"The Manchester survey of 140 companies showed the average ROI was more than \$5 for each \$1 spent."

-- **The Denver Post**

Employees at Nortel Networks estimate that coaching earned the company a 529 percent "return on investment and significant intangible benefits to the business," according to calculations prepared by Merrill C. Anderson, a professor of clinical education at Drake University.

-- **Psychology Today**

"The goal of coaching is the goal of good management: to make the most of an organization's valuable resources."

-- **Harvard Business Review**

Thirty-one managers underwent a conventional managerial training program, followed by 8 weeks of one-on-one executive coaching. Training, "which included goal setting, collaborative problem solving, practice, feedback, supervisory involvement, evaluation of end-results, and a public presentation" increased productivity by 22.4%. Training and coaching increased productivity by 88%, a significantly greater gain compared to training alone.

-- **Public Personnel Management; Gerald Olivero; K Denise Bane; Richard E Kopelman**