


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? For example:

According to FinAid.org, the average cost of master's degree for students is between \$30,000 and \$120,000. The cost varies depending on the university and the master's program itself. The cost varies by program as well. The average cost of an MBA, for example, is \$40,000. Oct 17, 2015



How much does a master's degree cost? - The Best Master's Degrees
www.bestmastersdegrees.com/how-much-does-a-masters-degree-cost

Did you know that coach training is a fraction of the cost compared to a graduate degree, yet yields the same earning potential?

Attending an accredited coach training program is the equivalent of obtaining a master's degree in the coaching world, which lends to a very lucrative return on investment for coaches.

The International Coach Federation (ICF) has established the following standards:

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



Exciting news for coaches!

Review of 10 Accredited Coaching Training Programs (ACTP) showed tuition ranging between \$8,000 and \$15,000. This is less than half of the average cost for a graduate degree on the lowest end of the spectrum.

Upon coaching certification, coaches can charge between \$75 - \$250/hour (depending on what niche you serve). When you do the math, the career potential is much greater than the initial educational investment. Coach training also takes one third of the time than a degree does. Also, students can start taking new clients while still in training.

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, with a fraction of the cost and time.

Is it worth it for you?

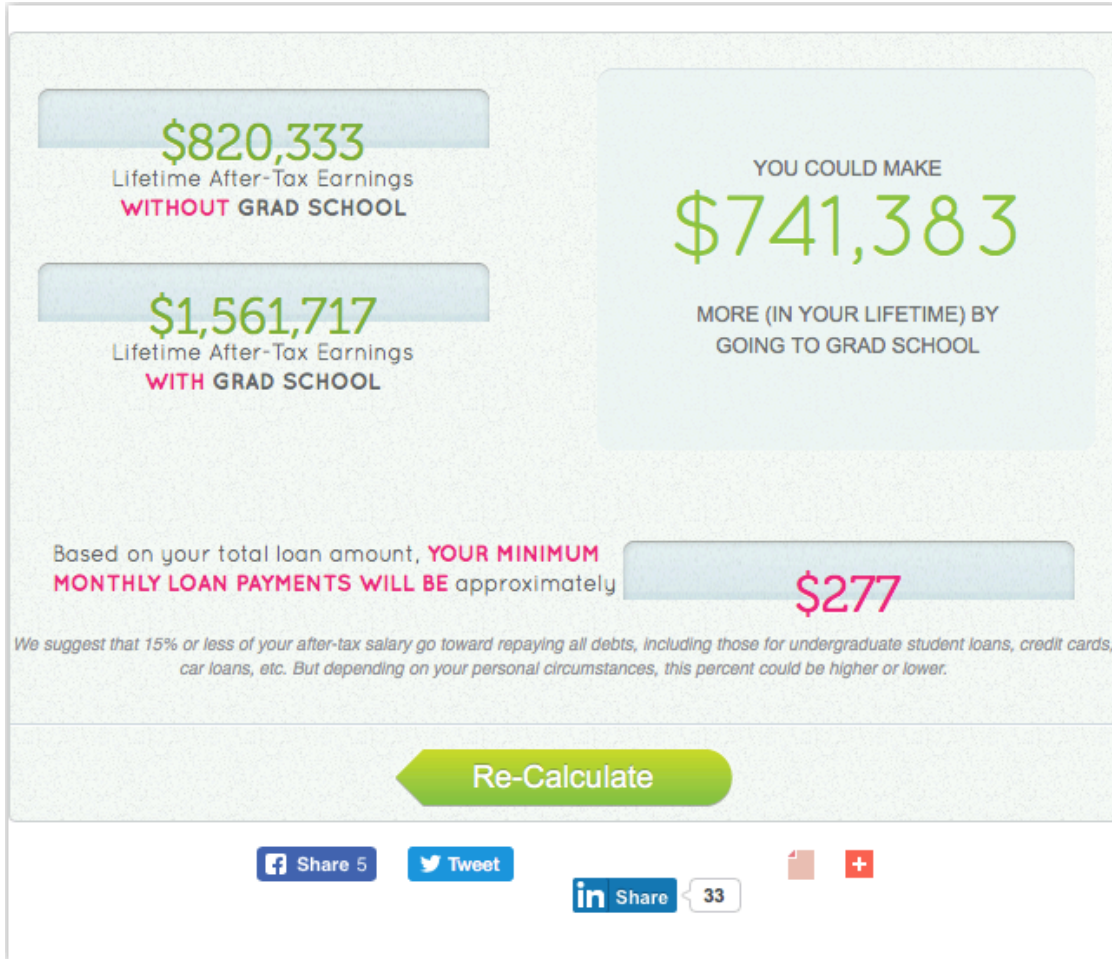
LearnVest™ offers an online tool to calculate school investments. This tool allows you to play with numbers and different earning goals.

<https://www.learnvest.com/knowledge-center/grad-school-calculator/#content>

- 1) Place coach training tuition in place of "Graduate program".
- 2) You can either place the US average coaching income of \$60,000 as your income goal, or, you can place another income goal.
- 3) Click "calculate" and you will see a snapshot of your earning potential, versus investment!



Below is a screen shot example of coach training investment at 6.8%, three-year personal loan, covering \$9,000 of tuition and travel expenses:



What we've learned:

- 📍 Currently, the trends with coach training are very in-favor of the coach.
- 📍 Coaches report feeling happy and fulfilled after sessions due to the positive, fun and empowering nature of coaching. (Versus other professions that have high burn-out rates.)
- 📍 People are recognizing the difference coaching makes in their work and lives, leading to an increased demand for coaches worldwide.
- 📍 80% of coaching is over the phone, or on online platform, giving coaches a worldwide client reach.



The Institute for
Integrative Coach Training

To learn more, visit us:

www.IntegrativeCoachTraining.com

DISCLAIMER:

We hope this information helps shed light on the current coaching industry trends, so that you can make the most informed decision. However, keep in mind that while we at IICT are here to offer the most comprehensive, personalized coach training experience; the results you create with your coaching business come from your choices, resources, habits, actions and/or limitations. Taking any coach training program does not guarantee your business will be a success. By law, no training program, company or marketing company can guarantee results for you.