**CoachHub**

The CoachHub Global Survey: Business Trends in Coaching 2023

CoachHub's *Business Trends in Coaching 2023 Report* is based on survey responses from coach buyers in 42 countries. It provides key insights and potential solutions for the challenges your organization is currently facing–as well as the anticipated needs of the future– through the transformative power of coaching.
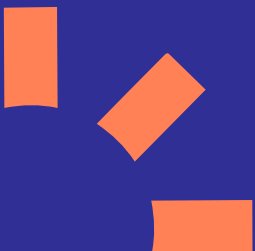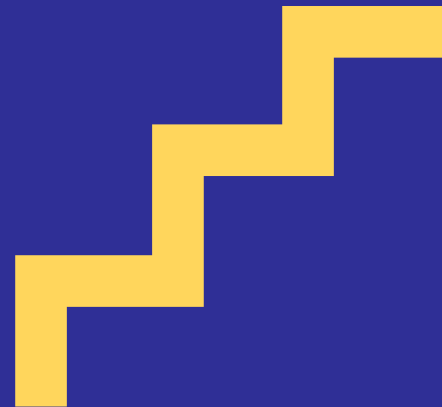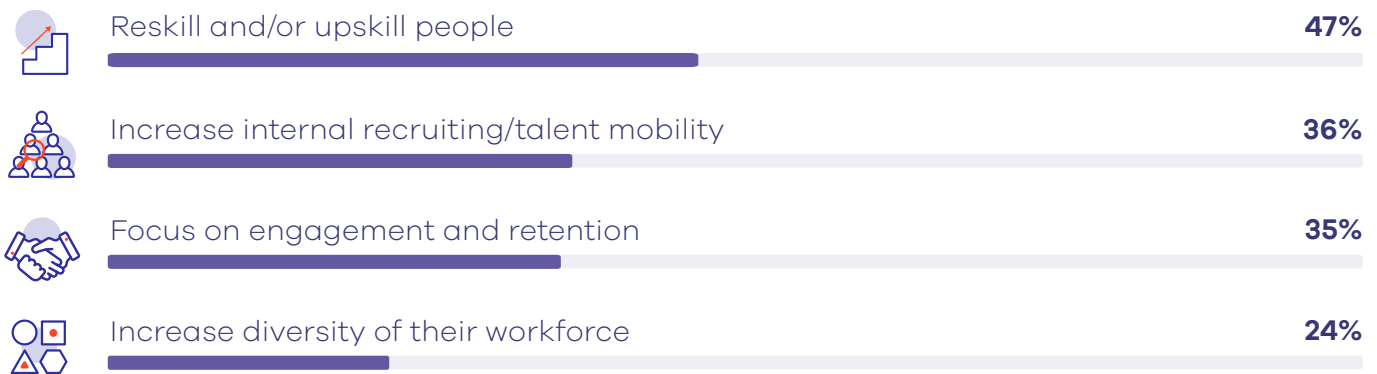
Global business changes

Across industries, organizations are navigating digital transformation and culture change.

Top five changes global businesses are facing:

- Digital transformation
- Shift to hybrid or flexible work
- Culture change
- Mergers and acquisitions integrations
- Focus on innovation

How are organizations planning to support business changes?*

|	
Reskill and/or upskill people	**47%**
Increase internal recruiting/talent mobility	**36%**
Focus on engagement and retention	**35%**
Increase diversity of their workforce	**24%**

*Respondents could choose more than one option

Respondents recognize the versatility of coaching as a key strategy for supporting these business changes through use cases such as:

Mid to Senior-level leader development	**39%**	Digital / agile mindset and transformation	**22%**
Frontline manager development	**39%**	Career development / internal mobility	**21%**
Executive development	**36%**	New leader integration / transitions	**19%**
High potential development	**33%**	Employee resource group leadership	**18%**
First time leader transitions	**29%**	New employee onboarding (ICs)	**15%**
Employee well-being	**28%**	Sales coaching and transformation	**11%**
Women in leadership	**24%**	Climate change/sustainability	**5%**
Inclusive leadership	**22%**		

*Respondents could choose more than one option

Coaching trends

Current trends in coaching:

87%
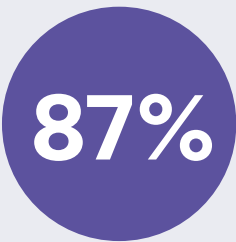
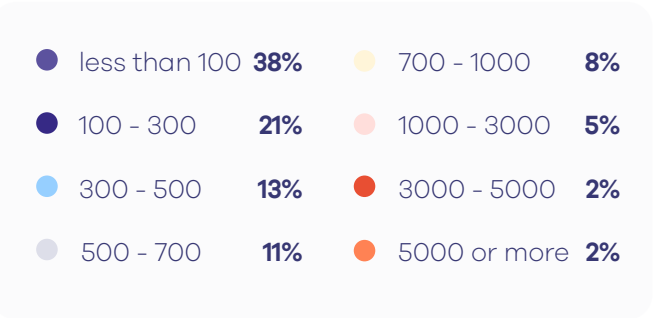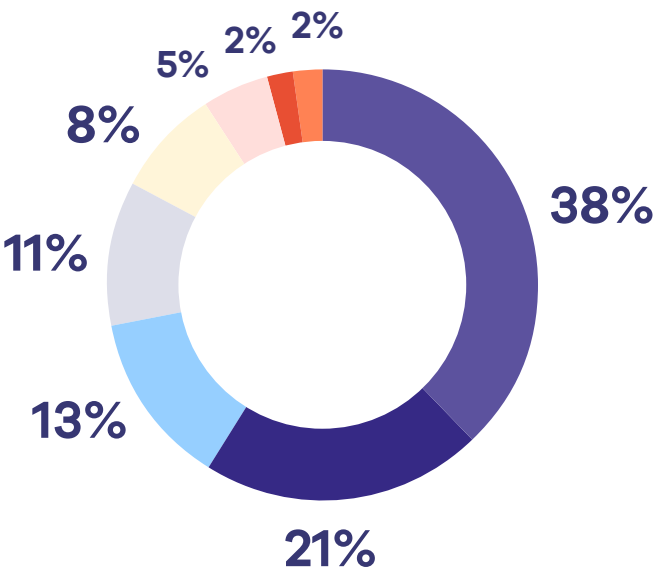respondents are currently using coaching at their organization

9/10

companies have been using coaching for more than 2 years

4/10

companies already offer coaching to 300+ people

Number of employees that engaged in coaching in the past year:

38%
21%
13%
11%
8%
5%
2%
2%

● less than 100	**38%**	● 700 - 1000	**8%**
● 100 - 300	**21%**	● 1000 - 3000	**5%**
● 300 - 500	**13%**	● 3000 - 5000	**2%**
● 500 - 700	**11%**	● 5000 or more	**2%**

Populations of people that engaged in coaching:

Mid to senior level management **38%**

Executive leadership **34%**

Frontline leaders **32%**

Individual contributors—any level **27%**

Successors/high potentials **22%**

Under-represented groups **11%**

* Respondents could choose multiple options

Future trends in coaching

Respondents would like to see coaching help in the following key areas:

Continuing professional development — **46%**

Increasing performance — **45%**

Learning new skills — **42%**

Shifting behavior and mindset — **38%**

Retaining talent — **37%**

Accelerating readiness to role for new hires — **25%**

Identifying emerging talent — **25%**

Enhancing employee well-being — **20%**

Supporting talent mobility — **17%**

* Respondents could choose multiple options

The role of AI in coaching:

- Not something we see ourselves using in the next five years **26%**

- Replacing coaches in the next five years **22%**

- A critical tool in our coaching approach (Representing 80% of the coaching we use in five years) **29%**

- A useful, yet not critical addition in our coaching approach (Representing 20% of the coaching we use in five years time) **23%**

23%   26%   29%   22%
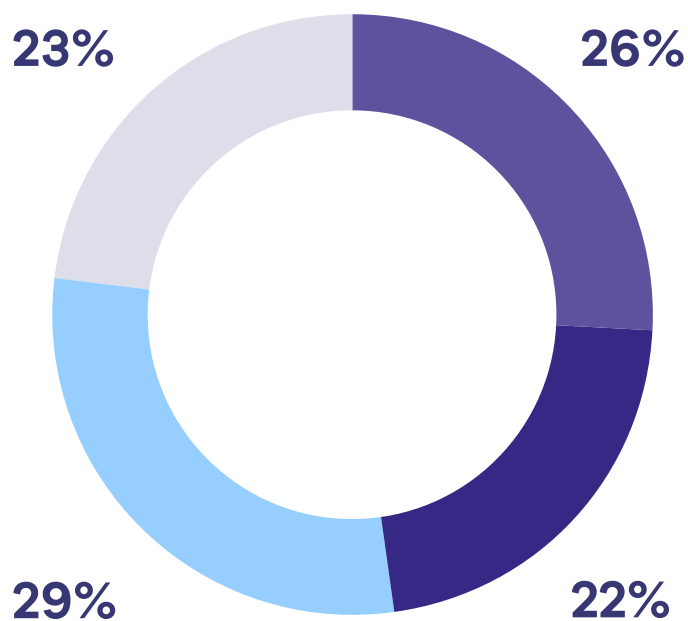
Can virtual reality (VR) enhance people development?

20%

61%

19%

- Yes / **61%**
- No / **19%**
- Unsure / **20%**
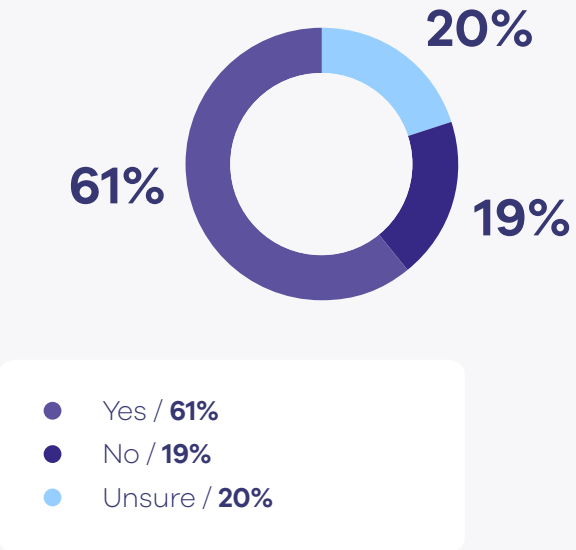
Top three ways respondents see VR being used in coaching in the future:

Providing situational VR experiences for customer-facing roles

Bringing teams together from across the world in team coaching

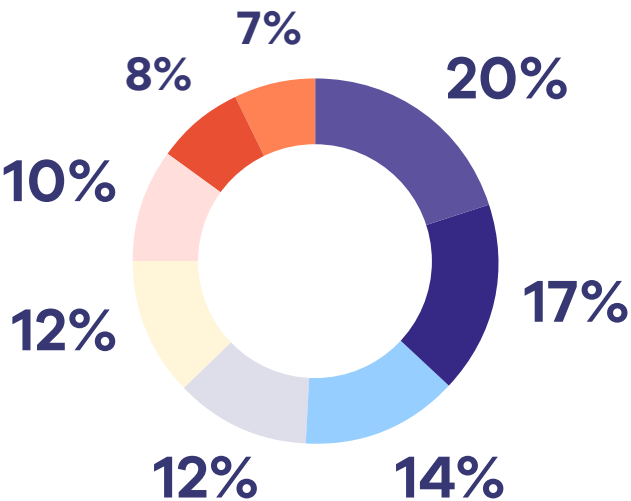Providing immersive scenarios for teams

Budget and impact

Organizations worldwide are increasing investments in coaching and tracking impact.

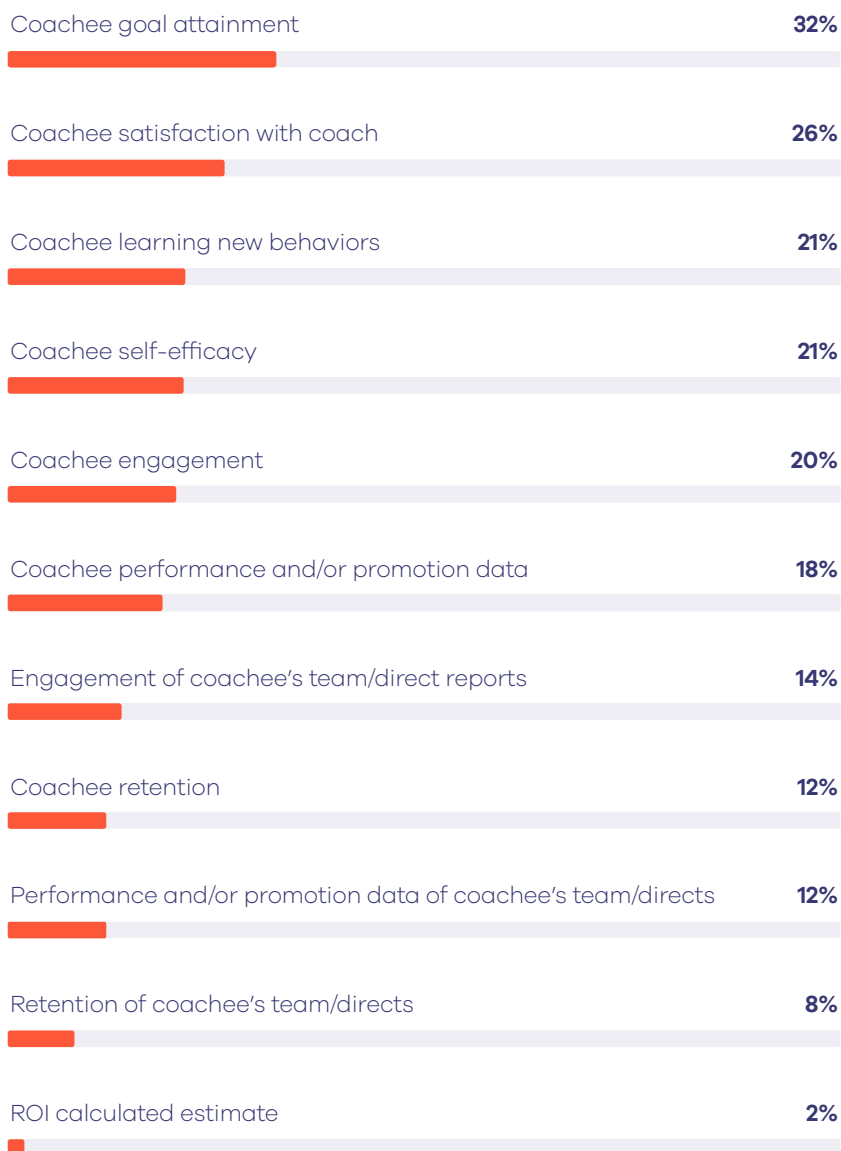**9/10** companies plan to increase their investment in coaching.

Where learning and development budget is currently spent:

7%

8%

10%

12%

20%

17%

12%

14%

- General learning or training for all employees / **20%**
- Leadership development (e.g., 1st time leaders, ongoing manager/leader development) / **17%**
- Coaching / **14%**
- Succession/ high-potential development / **12%**
- Executive development / **12%**
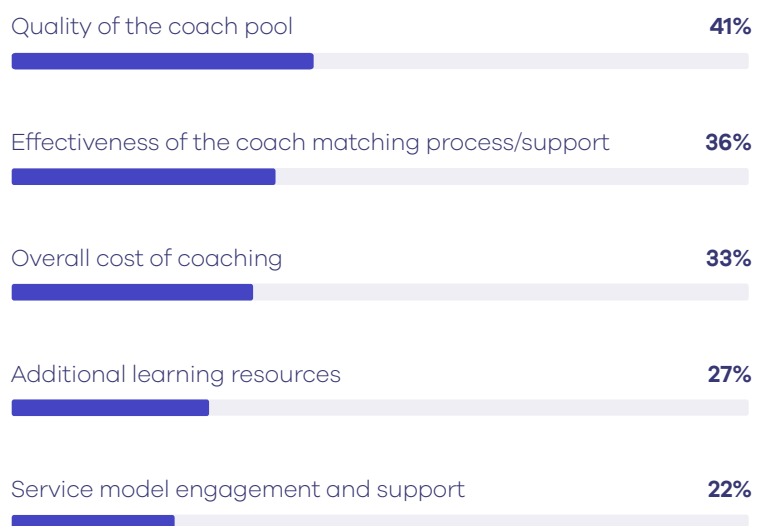- Mentoring / **10%**
- DEIB* Learning / **8%**
- Other / **7%**

*DEIB - Diversity, equity, inclusion and belonging

Metrics found to be most useful in measuring coaching success:

Metric	Percentage
Coachee goal attainment	32%
Coachee satisfaction with coach	26%
Coachee learning new behaviors	21%
Coachee self-efficacy	21%
Coachee engagement	20%
Coachee performance and/or promotion data	18%
Engagement of coachee's team/direct reports	14%
Coachee retention	12%
Performance and/or promotion data of coachee's team/directs	12%
Retention of coachee's team/directs	8%
ROI calculated estimate	2%

* Respondents could choose multiple options

Top 5 most important criteria for selecting a coaching partner:

Criteria	Percentage
Quality of the coach pool	41%
Effectiveness of the coach matching process/support	36%
Overall cost of coaching	33%
Additional learning resources	27%
Service model engagement and support	22%

* Respondents could choose multiple options

CoachHub

CoachHub is the leading global talent development platform that enables organizations to create a personalized, measurable and scalable coaching program for the entire workforce, regardless of department and seniority level. By doing so, organizations can reap a multitude of benefits, including increased employee engagement, higher levels of productivity, improved job performance and increased retention.

www.coachhub.com