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SEVEN COACHING TRENDS FOR 2023

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Yes, the market for coaching continues to expand.

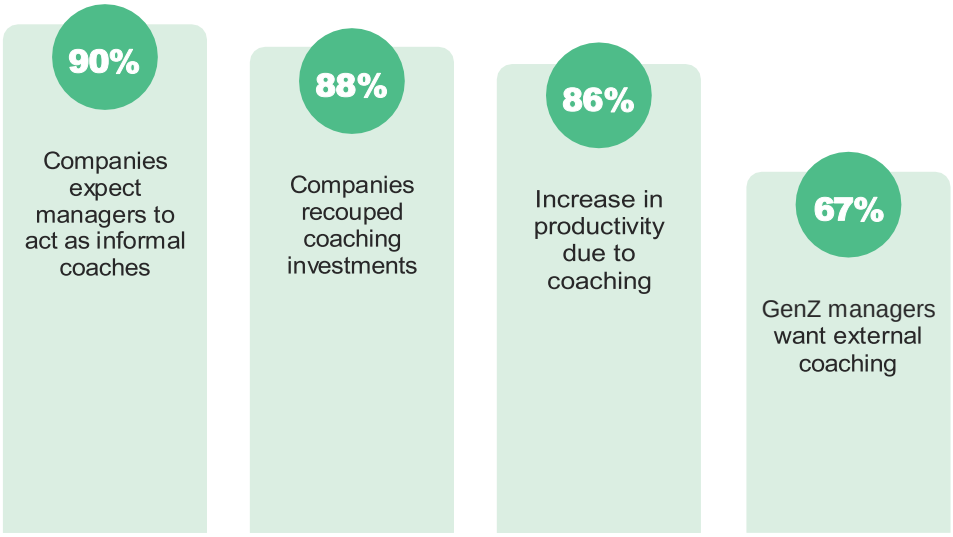
Our beloved profession is consolidating and gaining more credibility and traction, but there is some urgency for us as coaches to professionalise.

Vertical development coaching and coaching to support transitions remain our focus for 2023.

Here are seven coaching trends for 2023 and what they could mean for you as a coach or client.

1. Enhanced credibility of coaching

The world is noticing the value of good leadership, and coaching is increasingly seen as one way in which to enhance this critical skill. Recent research shows that one-third of all Fortune 500 companies utilize executive coaching[1]. In addition, the following findings are noted:



1. https://www.luisazhou.com/blog/coaching-industry-market-size/

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2. Market expansion and globalisation

The global market for all coaching is due to expand to $20 billion in 2023 ($5 billion up from 2022). The USA market has grown 30% in the last five years and we are likely to see similar growth in other countries, with South America leading the way[2].

We are seeing the increased use of coaches from developing markets in developed markets. This is related to the cheaper rates, but also to external coaches' potential for building diversity and cross-cultural skills.

3. More discerning buyers, market consolidation, longer sales cycles

Buyers of coaching programmes are more well-informed around coaching methodologies, rates, results, and value for money. Many buyers are coaches themselves.

Organisations are finding that it's cheaper and easier to buy coaching through one service provider rather than multiple independent coaches. Sales cycles, marketing investment, procurement requirements and payment terms (up to 90 days) mean that coaches too are drawn towards collaborating with each other. This has resulted in the consolidation of the coaching market.

Lastly, bigger programmes mean bigger budgets and longer sales cycles.

4. Increased specialisation and segmentation

Coaching includes a range of client groups, specialties, methodologies, and technologies. We are seeing the following trends:

- Greater specialisation in specific areas of coaching (e.g. Equine Sports, Entheogens, Menopause coaches etc.)
- Continued use of coaching apps
- More nuanced and bespoke coaching methods emerging as the norm, rather than the cookie-cutter approaches of the past
- High touch hybrid programmes are the way forward (coaching events combined with phone and email access, community mailers, line manager meetings, use of proprietary resources, etc.)
- Group coaching increasing[3].

2. https://www.luisazhou.com/blog/coaching-industry-market-size/

3. https://www.luisazhou.com/blog/coaching-industry-market-size/

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5. Increased appreciation of Vertical development coaching

Most leadership development, and many coaching interventions focus on horizontal development (HD). This means supporting the development of clients' knowledge, skills, and competencies.

Vertical development (VD) refers to deep inner shifts that change client's mindsets, beliefs, values, and worldview. This change is maturational, enhancing client's capacity for complexity, inclusion, strategy, and innovation. These benefits are documented by Andrea Brownlow (2022) who has listed 75 studies showing the positive correlation between vertical maturation and leadership effectiveness[4].

Globally the number of VD practitioners is growing as opportunities for training and working in this field increase. We expect to see this trend continue.

6. Transitional coaching a priority

We live in a time of great transition, and transitions, while offering hope, also offer danger. Transitions are times when we are shifting from one thing to another thing, and in the in-between moment, we can become very lost. It is this lostness that makes us vulnerable (despite lostness being valuable in other ways). We have all witnessed how susceptible adolescents are during this time, and how organisations in transition can lose their guard rails and rudders, and, how corruption flourishes in countries in transition.

Clients (and coaches) in transition may experience fallback to a previous and often less effective way of being in the world as they hold on to what they know to have worked in the past[5]. They may become stuck in irrelevant ways of responding to the world. We as coaches need to support clients to transition more easily; helping them find post-traumatic growth rather than post-traumatic stress disorder. For us at Aephoria, this means an increased focus on self-knowledge and identity maturation development, in effect, VD coaching.

4. Brownlow, A.E., (2022) Measuring Adult Development and Exploring its Relationship to Leadership: Parallel Journeys through the Lens of Constructive-Developmental Theory, Andrea E. Brownlow, The University of Sydney.

5. Livesay, V. T. (2015) 'Exploring the paradoxical role and experience of fallback in developmental theory', *Dissertation Abstracts International: Section B: The Sciences and Engineering, 74*(10-B(E))

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7. Coach professionalisation

As demand grows, the market consolidates, and our clients become more knowledgeable, we as coaches need to become more professional in our approach. This may mean that we need to

- Get accredited with a credible coaching training provider or other coaching body
- Keep learning
- Get supervision at least once a month (for full-time coaches)
- Join a community to ensure continuous learning
- Ensure a strong online presence

You can contact Aephoria Partners on **www.aephoriagroup.com** or **hello@aephoriagroup.com.**

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