

THE COACHING HUB

Podcast Episode 37 - Growth of the coaching industry

Speaker 1: Coaching is forward focused. Coaching looks at ways that you can move from where you are now to where you want to be. It works in your thinking, your feeling, your being. It integrates your mind and your body and sees it as one and it works in your action. But it goes below the surface. It's not only about who you are. It's about how you respond to things. And coaching enables you to respond in a way that works for you.

Hello and welcome to the Coaching Hub Podcast with me, your host, Ruth Kudzi. If you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things coaching, personal development and business development in a really fun way. You're going to hear live coaching sessions and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review.

Today, I'm going to be talking about something, which I'm sure a lot of you are going to be really interested to listen to. And that is about the growth of coaching. Coaching is one of the fastest growing industries in the world. And in 2020 it experienced considerable growth and an increase in demand. And we're going to have a real look today underneath this. What is driving that increase in demand for coaching? What is driving the increase in the amount of people who want to become coaches and become certified and qualified coaches that are credited with some of the big bodies. If we take a step out of the online world and have a look in organization or a corporate level, we can really understand where the demand comes. It not only helps people to empower themselves to make their own decisions and be autonomous, it also allows people to make better decisions by tapping into slower, more deliberate thinking, and also building their intuition.

And there's evidence that at least 70% of people get a positive impact from coaching. And when you look at differences, it may be even higher than that, closer to 90% of people. And that impacts both their mindset, their confidence and their performance so we can understand on a corporate level why it's increasing. I think traditionally coaching, when it first became popular, it was kind of executive coaching, leadership coaching, but now many, many organizations are seeing the benefit for coaching for their teams so they

can build better relationships and they can work better together. So they've got the self-awareness and their wellness of others, what their strengths are and what they need to work on. So they can really embed values and so they can recruit for values and have people who have similar values with differing approaches and differing strengths. They're looking at how they can support people who are new to the workplace and make sure that they stay and they develop.

They're looking at coaching in the realms of diversity, ethnicity, sexual orientation, gender differences, and in the realms of disability as well. Coaching allows organizations to help make the most of their people and that is why people are buying into it. If we're thinking about 2020 and the pandemic, the way that people worked was really different. Many big corporates are paying for coaches for their teams and for their staff in order to help them balance working at home better, in order to help them manage their teams more effectively, in order to make sure that performance is still there when you're working remotely, when you're used to working in a team. And it's not only about performance as we see it in the terms of productivity, I know of people who work as coaches, for example, working with people who are menopausal in senior leadership roles in banks, organizations want their employees to perform.

They want their good employees to stay. They want to retain them. How do you retain talent? You give them professional development. How do you get the most out of your talent? You give them coaching. How do you help people who are not doing so well? You give them coaching and support. It's a way to empower your staff. And it's a way to help them perform better. And when we're talking about performance, that doesn't mean they need to be working more hours. It's about helping them feel more confident, building their resilience, helping them understand how they work best. And that is one of the things that I love about coaching. It does work with the individual. It works in a level that it's their thoughts, it's their beliefs, it's their behaviors. It really is an integrative approach that means that people can develop. And if we develop people and if we help people play to their strengths and understand themselves, we know they're going to be happier in their jobs.

If they're happier, they're likelier to work harder. Things like absenteeism are likely to go down. We're more likely to retain them. So coaching works at an organizational level. And if you think if you're looking at performance, if you're looking at organizations that have had to make big redundancies, obviously there's coaching, there's opportunities for coaches to support those people in to getting new jobs or starting businesses, whatever they wish to do. In addition, there is also support for the people that stay. Okay. If you've lost a third of your workforce, you need to make sure that you're supporting that two thirds who are there in order that they are not fearing, that they're going to be let go of. They are doing their job, they're showing up, they're doing all of those things and coaching can help with that. And I think for me on a personal level, I can understand the growth.

So I really started getting into coaching when I became a senior leader in the secondary school. And I saw the difference when I implemented a coaching approach, rather than a more directive leadership style with my teams. I went into a school as a school leader, and I found that I was able to perform better and help my leaders and the people that I managed perform better when I had a coaching approach. And there is a lot of evidence that a coaching approach to management and leadership is more effective than other approaches. So in education, in the private sector, in the NHS, they are investing money in training leaders or managers, at all levels to have more of a coaching approach. They equally see the benefits of having external coaches, because actually one of the premises of coaching is that you're meant to be non-judgemental. Now, if you're a manager managing a team, it is much more difficult to be nonjudgmental with somebody that you're managing, that you performance review, that you are directly responsible for their performance, than if you're an external person.

So this is often why and why there will continue to be a demand for people external to the organization, as well as this building of coaching capacity within organizations. So we've talked about the corporate world, but what about individuals? I think the fact that coaching is so forward focused is one of the things that has really helped people in the last year focus. Coaching is forward focused. Coaching looks at ways that you can move from where you are now to where you want to be. It works in your thinking, your feeling, your being. It integrates your mind and your body and sees it as one. And it works in your action, but it goes below the surface. It's not only about who you are. It's about how you respond to things. And coaching enables you to respond in a way that works for you. And this is incredibly powerful.

Coaching builds yourself awareness. So it helps you in your relationships. The divorce rates are some of the highest they've been for years, and many people want relationship coaches because they don't want to have a divorce. They want to work through it. And rather than going back to trauma, it is forward thinking. All they want to have life coaches. They want to work out what they want to do next, or they want career coaches or business coaches to help them accelerate the progress in their business. Coaching is not going to slow down anytime soon. And this is why it's more important than ever to really look at how you're differentiating yourself as a coach. Because if you are professionally trained and accredited, you stand out. And lots of organizations are now looking for people who've got a professional training and accreditation. They want to know that you are good at what you do.

They want to know that you've got the experience. Our coaching qualification, we help people coach, and we support you to coach every single week in the sessions. It is a practical qualification, alongside working with you to build up your coaching hours so that you are experienced and you're confident and competent in what you do. And the opportunities for good coaches are growing and growing and growing. It is not only about having an online coaching business. There are opportunities in all different size of

corporates from solopreneurs, all the way through to your big footsie 100, fortune 500 companies.

There is a demand for coaching. There is a demand for coaching in the youth sector. And obviously depending on your circumstances and depending on what you want to do, you can coach in any field and that coaching helps people to move forward. I can't think of a better industry to be in. I would love to know your thoughts about coaching. And remember if you liked this podcast, please subscribe, like and share. And let me know if there's anything else that you want me to cover. If you are thinking about signing up to our professional coach [inaudible 00:10:25], we start next week. So get your skates on, drop me a message. And let's chat. Thank you for listening to the Coaching Hub Podcast with me, Ruth Kudzi. If you enjoy this, I would love you to join my Facebook group, the coaching community for more of the same.

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