Did you know...

**Top 3 reasons coaches are engaged**
1. Develop high potentials or facilitate transition — 48%
2. Act as a sounding board — 26%
3. Address derailing behavior — 12%

**How much it costs**
Most often you can expect to pay about $500 an hour — the cost of a top psychologist in Manhattan.

<table>
<thead>
<tr>
<th>Median hourly cost of coaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
</tr>
<tr>
<td>Low $200</td>
</tr>
<tr>
<td>High $3,500</td>
</tr>
</tbody>
</table>

**Is coaching personal?**
Companies may not hire coaches to attend to issues in executives’ personal lives, but more often than not, personal matters creep in.

- Are you frequently hired to address personal issues?
  - Yes: 3%
  - No: 97%

- Have you ever assisted executives with personal issues?
  - Yes: 75%
  - No: 24%

**Who is involved?**
Though they acknowledged that confidentiality was central to successful coaching, respondents said that in most cases, they gave updates on coaches’ progress to other stakeholders in the organization.

- Who typically initiates the coaching relationship?
  - Manager: 23%
  - HR: 19.5%
  - Other: 18.7%
  - Coachee: 29.8%

- Who is kept apprised of progress?
  - Coachee: 97.9%
  - Manager: 79.9%
  - HR: 66.7%
  - Other: 27.1%

**What to look for in a coach**
Respondents had mixed views on what qualifications are important.

- How necessary is certification?
  - Very: 19.1%
  - Not at all: 20.5%

- How necessary is psychological training?
  - Very: 13.3%
  - Not at all: 45.9%

**How long it takes**

<table>
<thead>
<tr>
<th>Typical duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 mes.</td>
</tr>
<tr>
<td>12 mes.</td>
</tr>
</tbody>
</table>