

ICFNE Summer 2009 Survey - How can we serve you better?

1. What keeps you up at night, with regards to your coaching?		Response Count
		104
	<i>answered question</i>	104
	<i>skipped question</i>	0


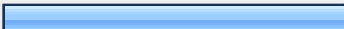
2. Of the following challenges you may be facing, rate the value of ICFNE providing you developmental assistance (e.g., programs) to address the challenge:



	Very Valuable	Somewhat Valuable	Not Valuable	N/A	Rating Average	Response Count
Becoming a more masterful coach	48.0% (48)	35.0% (35)	6.0% (6)	11.0% (11)	2.47	100
Increasing my confidence in my coaching skills	36.7% (36)	38.8% (38)	16.3% (16)	8.2% (8)	2.22	98
Establishing agreements with my client	13.5% (13)	39.6% (38)	33.3% (32)	13.5% (13)	1.77	96
Creating an environment of trust with my client	7.2% (7)	40.2% (39)	39.2% (38)	13.4% (13)	1.63	97
Being more present as I coach	20.6% (20)	37.1% (36)	32.0% (31)	10.3% (10)	1.87	97
Developing solid active listening skills	13.4% (13)	38.1% (37)	37.1% (36)	11.3% (11)	1.73	97
Creating awareness for my client	18.8% (18)	46.9% (45)	22.9% (22)	11.5% (11)	1.95	96
Forming powerful questions as I coach	29.9% (29)	46.4% (45)	14.4% (14)	9.3% (9)	2.17	97
Being direct with my clients	18.8% (18)	39.6% (38)	30.2% (29)	11.5% (11)	1.87	96
Designing action steps which stretch my clients, but don't overwhelm them	27.8% (27)	40.2% (39)	25.8% (25)	6.2% (6)	2.02	97
Planning and setting appropriate goals with my clients	16.8% (16)	43.2% (41)	32.6% (31)	7.4% (7)	1.83	95
Managing my clients progress	14.6% (14)	38.5% (37)	38.5% (37)	8.3% (8)	1.74	96
Tapping into my intuition to be a more effective coach	28.1% (27)	40.6% (39)	26.0% (25)	5.2% (5)	2.02	96
Using spirituality in my coaching	14.6% (14)	40.6% (39)	30.2% (29)	14.6% (14)	1.82	96
Figuring out how to facilitate breakthroughs for my clients	28.7% (27)	38.3% (36)	24.5% (23)	8.5% (8)	2.05	94
Using emotional intelligence	22.1% (21)	46.3% (44)	20.0% (19)	11.6% (11)	2.02	95
Bringing positive psychology to my clients	27.4% (26)	45.3% (43)	20.0% (19)	7.4% (7)	2.08	95

Understanding brain based coaching (e.g., David Rock)	38.1% (37)	34.0% (33)	17.5% (17)	10.3% (10)	2.23	97
Earning my coach certification	26.7% (24)	22.2% (20)	27.8% (25)	23.3% (21)	1.99	90
Collecting Continuing Coach Education Units (CCEUs)	44.9% (44)	30.6% (30)	13.3% (13)	11.2% (11)	2.36	98
Making enough money as a coach	47.4% (46)	21.6% (21)	19.6% (19)	11.3% (11)	2.31	97
Defining my coaching niche	24.5% (23)	27.7% (26)	37.2% (35)	10.6% (10)	1.86	94
Finding clients who will pay for my services	47.9% (45)	17.0% (16)	26.6% (25)	8.5% (8)	2.23	94
Locating the right clients for my coaching business	51.1% (47)	14.1% (13)	26.1% (24)	8.7% (8)	2.27	92
Running my coaching business	30.5% (29)	34.7% (33)	22.1% (21)	12.6% (12)	2.10	95
Doing all the tasks within my coaching business by myself	15.8% (15)	25.3% (24)	42.1% (40)	16.8% (16)	1.68	95
Finding tools to support my coaching business	30.5% (29)	41.1% (39)	20.0% (19)	8.4% (8)	2.11	95
Hiring a VA to help me run my business	11.6% (11)	24.2% (23)	42.1% (40)	22.1% (21)	1.61	95
Hiring staff	4.2% (4)	18.9% (18)	48.4% (46)	28.4% (27)	1.38	95
Learning from people outside of the coaching industry about running a business	18.9% (18)	33.7% (32)	30.5% (29)	16.8% (16)	1.86	95
Creating programs, workshops, teleclasses, etc. I can offer my niche	34.7% (33)	37.9% (36)	16.8% (16)	10.5% (10)	2.20	95
Developing products I can sell to my niche	33.0% (31)	31.9% (30)	23.4% (22)	11.7% (11)	2.11	94
Using group coaching	35.1% (33)	33.0% (31)	20.2% (19)	11.7% (11)	2.17	94
Establishing an internal coaching program at my company (as an internal coach)	9.6% (9)	17.0% (16)	25.5% (24)	47.9% (45)	1.69	94
Setting the price of my products and services	30.9% (29)	24.5% (23)	28.7% (27)	16.0% (15)	2.03	94
Selling my products and services	29.8% (28)	30.9% (29)	25.5% (24)	13.8% (13)	2.05	94

Closing the sale for my coaching services	32.3% (30)	23.7% (22)	31.2% (29)	12.9% (12)	2.01	93
Setting up my website or blog	14.1% (13)	31.5% (29)	38.0% (35)	16.3% (15)	1.71	92
Using social media to attract clients	43.6% (41)	23.4% (22)	23.4% (22)	9.6% (9)	2.22	94
Following up on coaching leads	23.2% (22)	23.2% (22)	41.1% (39)	12.6% (12)	1.80	95
Embarking on joint ventures	28.4% (27)	36.8% (35)	25.3% (24)	9.5% (9)	2.03	95
Balancing the expectations of my internal clients and my company	2.1% (2)	23.4% (22)	28.7% (27)	45.7% (43)	1.51	94
Tracking and communicating the success of my clients as an internal coach	8.4% (8)	18.9% (18)	24.2% (23)	48.4% (46)	1.69	95
Keeping organized	11.7% (11)	30.9% (29)	39.4% (37)	18.1% (17)	1.66	94
Staying inspired	30.2% (29)	36.5% (35)	19.8% (19)	13.5% (13)	2.12	96
Setting a good example for my clients	17.9% (17)	33.7% (32)	33.7% (32)	14.7% (14)	1.81	95
					Other (please specify)	15
					answered question	104
					skipped question	0

3. Rate which type of ICFNE offering(s) you would be most likely to attend:						
	Very Likely	Somewhat Likely	Not Likely	No Interest	Rating Average	Response Count
In person annual conference	46.4% (45)	37.1% (36)	12.4% (12)	4.1% (4)	3.26	97
In person morning program with breakfast	31.3% (30)	32.3% (31)	29.2% (28)	7.3% (7)	2.88	96
In person morning program without breakfast	28.1% (27)	35.4% (34)	29.2% (28)	7.3% (7)	2.84	96
In person afternoon program with lunch	19.8% (19)	35.4% (34)	38.5% (37)	6.3% (6)	2.69	96
In person afternoon program without lunch	15.6% (15)	43.8% (42)	34.4% (33)	6.3% (6)	2.69	96
In person evening program with dinner	44.8% (43)	35.4% (34)	16.7% (16)	3.1% (3)	3.22	96
In person evening program without dinner	38.7% (36)	44.1% (41)	14.0% (13)	3.2% (3)	3.18	93
In person morning workshop	33.7% (32)	36.8% (35)	24.2% (23)	5.3% (5)	2.99	95
In person afternoon workshop	27.4% (26)	46.3% (44)	24.2% (23)	2.1% (2)	2.99	95
In person networking breakfast	29.5% (28)	27.4% (26)	33.7% (32)	9.5% (9)	2.77	95
In person networking lunch	18.3% (17)	29.0% (27)	46.2% (43)	6.5% (6)	2.59	93
In person networking evening with dinner	31.9% (29)	29.7% (27)	33.0% (30)	5.5% (5)	2.88	91
In person networking evening without dinner	33.0% (30)	34.1% (31)	27.5% (25)	5.5% (5)	2.95	91
Teleclass	49.5% (47)	41.1% (39)	8.4% (8)	1.1% (1)	3.39	95
Webinar	48.0% (47)	41.8% (41)	8.2% (8)	2.0% (2)	3.36	98
				Other (please specify)		11
				answered question		101
				skipped question		3

4. Would you attend a monthly meeting scheduled during breakfast time (7:30am – 9:30am) in Waltham, MA?			
		Response Percent	Response Count
Yes		47.5%	48
No		52.5%	53
		<i>answered question</i>	101
		<i>skipped question</i>	3

5. Would you attend a workshop following the breakfast meeting from 10am – Noon in Waltham, MA?			
		Response Percent	Response Count
Yes		49.5%	50
No		50.5%	51
		<i>answered question</i>	101
		<i>skipped question</i>	3

6. Where would you most likely attend an in-person meeting?						
	Very Likely	Somewhat Likely	Not likely	Will Not Attend	Rating Average	Response Count
Our current location – Double Tree Inn in Westborough, MA	41.8% (41)	27.6% (27)	21.4% (21)	9.2% (9)	3.02	98
Waltham/Burlington, MA	43.9% (43)	41.8% (41)	10.2% (10)	4.1% (4)	3.26	98
North Shore (e.g., Peabody, MA; Rockport, MA)	13.8% (13)	20.2% (19)	44.7% (42)	21.3% (20)	2.27	94
Boston, MA	24.7% (24)	36.1% (35)	28.9% (28)	10.3% (10)	2.75	97
South Shore (e.g. Quincy, MA; Plymouth, MA)	11.7% (11)	13.8% (13)	45.7% (43)	28.7% (27)	2.09	94
Providence, RI	9.6% (9)	17.0% (16)	38.3% (36)	35.1% (33)	2.01	94
Nashua, NH	17.2% (16)	20.4% (19)	36.6% (34)	25.8% (24)	2.29	93
				Other (please specify)		17
	<i>answered question</i>					101
	<i>skipped question</i>					3

7. If you have NOT attended two or more ICFNE monthly meetings in the past year, select all of the reasons that contributed to your decision not to attend:

		Response Percent	Response Count
Location of meeting		50.7%	35
Value (consideration of cost and time vs. meeting topic)		42.0%	29
Meeting is too expensive		23.2%	16
No time to attend an ICF meeting		17.4%	12
Time of day the meeting was held was not good for me		29.0%	20
Meeting topics were not of interest to me		27.5%	19
Meeting topics were too basic for me		20.3%	14
Meeting topics did not help me move my business forward		27.5%	19
I do not find value in the ICFNE affiliation		4.3%	3
I feel like an outsider when I attend an ICFNE meeting		17.4%	12
I am no longer coaching		2.9%	2
Other (please specify)		29.0%	20
		<i>answered question</i>	69
		<i>skipped question</i>	35

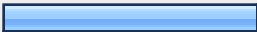

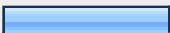

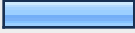
8. What is one thing missing from your ICFNE experience?		Response Count
		64
	<i>answered question</i>	64
	<i>skipped question</i>	40


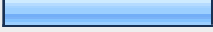



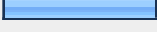
9. Rate the importance of the services the ICFNE currently provides to you:					
	Very Important	Important	Not Important	Rating Average	Response Count
Coaching community (e.g., in-person events, YAHOO group)	45.8% (44)	38.5% (37)	15.6% (15)	2.30	96
Networking opportunities (e.g., in-person events)	43.8% (42)	44.8% (43)	11.5% (11)	2.32	96
Continuing education credits (e.g., programs)	43.3% (42)	35.1% (34)	21.6% (21)	2.22	97
Ambassador program (the one month "buddy system" when you first join the ICFNE)	19.8% (18)	25.3% (23)	54.9% (50)	1.65	91
Lending Library	11.8% (11)	23.7% (22)	64.5% (60)	1.47	93
Solutions to your coaching challenges (e.g., programs, YAHOO group)	40.4% (38)	37.2% (35)	22.3% (21)	2.18	94
Communication with other coaches on-line/Virtually (e.g., YAHOO group)	35.5% (33)	45.2% (42)	19.4% (18)	2.16	93
Information about building a coaching business (e.g., programs)	46.2% (43)	32.3% (30)	21.5% (20)	2.25	93
Publicity of your programs and services (e.g., YAHOO group)	37.6% (35)	35.5% (33)	26.9% (25)	2.11	93
Building a referral network (e.g., in person event, YAHOO group)	47.3% (43)	36.3% (33)	16.5% (15)	2.31	91
Creating joint ventures (e.g., in person event)	41.9% (39)	38.7% (36)	19.4% (18)	2.23	93



	<i>answered question</i>	98
	<i>skipped question</i>	6





10. What topic or person would you love to have included as part of an ICFNE event?		
		Response Count
		54
	<i>answered question</i>	54
	<i>skipped question</i>	50


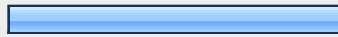
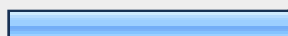
11. Rate your level of interest in the following items as it relates to your ICFNE membership experience:								
	Very Interested	Somewhat Interested	Neither Interested or Not Interested	Somewhat Not Interested	Not Interested	Rating Average	Respo Cou	
Networking with other coaches in-person	49.0% (49)	36.0% (36)	9.0% (9)	2.0% (2)	4.0% (4)	4.24		
Networking with other coaches virtually	18.8% (18)	41.7% (40)	21.9% (21)	10.4% (10)	7.3% (7)	3.54		
Networking with non-coaches in-person	32.0% (31)	34.0% (33)	22.7% (22)	7.2% (7)	4.1% (4)	3.82		
Collaborating with other coaches in-person	49.0% (49)	31.0% (31)	14.0% (14)	4.0% (4)	2.0% (2)	4.21		
Collaborating with other coaches virtually	30.6% (30)	32.7% (32)	20.4% (20)	9.2% (9)	7.1% (7)	3.70		
Observing a master coach in-person	60.6% (60)	19.2% (19)	8.1% (8)	4.0% (4)	8.1% (8)	4.20		
Observing a master coach virtually	38.1% (37)	29.9% (29)	15.5% (15)	7.2% (7)	9.3% (9)	3.80		
Coaching another coach in-person during a program or workshop	23.2% (22)	31.6% (30)	27.4% (26)	6.3% (6)	11.6% (11)	3.48		
Presenting at an in-person event	36.1% (35)	30.9% (30)	21.6% (21)	5.2% (5)	6.2% (6)	3.86		
Presenting at a virtual event	25.3% (24)	34.7% (33)	27.4% (26)	5.3% (5)	7.4% (7)	3.65		
Educating non-coaches about the coaching profession	21.6% (21)	41.2% (40)	16.5% (16)	11.3% (11)	9.3% (9)	3.55		
Participating on an ICFNE committee	13.4% (13)	25.8% (25)	29.9% (29)	12.4% (12)	18.6% (18)	3.03		
Participating in a leadership position within the ICFNE community	9.5% (9)	24.2% (23)	29.5% (28)	10.5% (10)	26.3% (25)	2.80		
	Other (please specify)							
	answered question							
	skipped question							



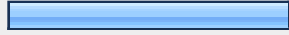
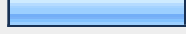

12. What type of coaching do you do?			Response Percent	Response Count
Life Coach (includes career, ADD, abundance, etc.)			39.0%	39
Business Coach			11.0%	11
Executive Coach (includes leadership, CEO, etc.)			25.0%	25
Internal Coach			5.0%	5
Other (please specify)			20.0%	20
			answered question	100
			skipped question	4

13. How long have you been a coach?			Response Percent	Response Count
Under 1 year			9.0%	9
1 – 3 years			32.0%	32
3 – 5 years			12.0%	12
5 – 7 years			13.0%	13
7 – 10 years			11.0%	11
Over 10 years			23.0%	23
			answered question	100
			skipped question	4

14. Are you currently an ICFNE member?			
		Response Percent	Response Count
Yes		86.0%	86
No		14.0%	14
		answered question	100
		skipped question	4

15. What ICF certification do you currently hold?			
		Response Percent	Response Count
I don't hold an ICF Certification		64.0%	64
ACC		12.0%	12
PCC		15.0%	15
MCC		9.0%	9
		answered question	100
		skipped question	4

16. Are you currently:			
		Response Percent	Response Count
Not coaching		6.0%	6
A part-time Coach (e.g., you have other sources of your income, such as a therapy practice)		51.0%	51
A full-time Coach (e.g., sole source of your income)		43.0%	43
		answered question	100
		skipped question	4

17. How old are you?				
			Response Percent	Response Count
Under 25			0.0%	0
25 – 35			4.0%	4
35 – 45			17.0%	17
45 – 55			43.0%	43
55 – 65			27.0%	27
Over 65			9.0%	9
			<i>answered question</i>	100
			<i>skipped question</i>	4

18. What else would you like the ICFNE Board of Directors to know about how they can serve you better?				
			Response Count	
			37	
			<i>answered question</i>	37
			<i>skipped question</i>	67