

# Who's ready for a coach?

Survey of attitudes towards coaching and a segmentation analysis of the coaching market

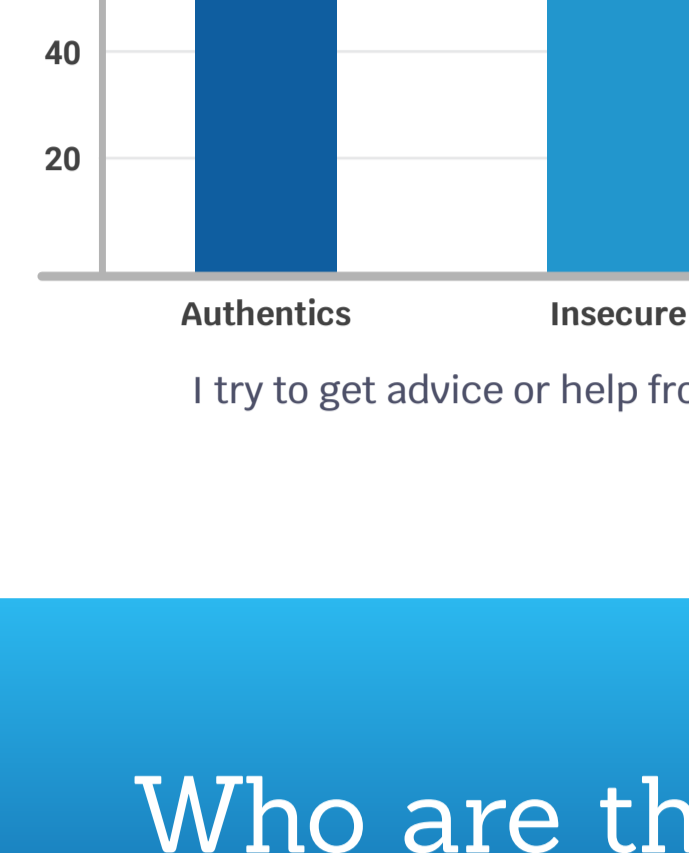
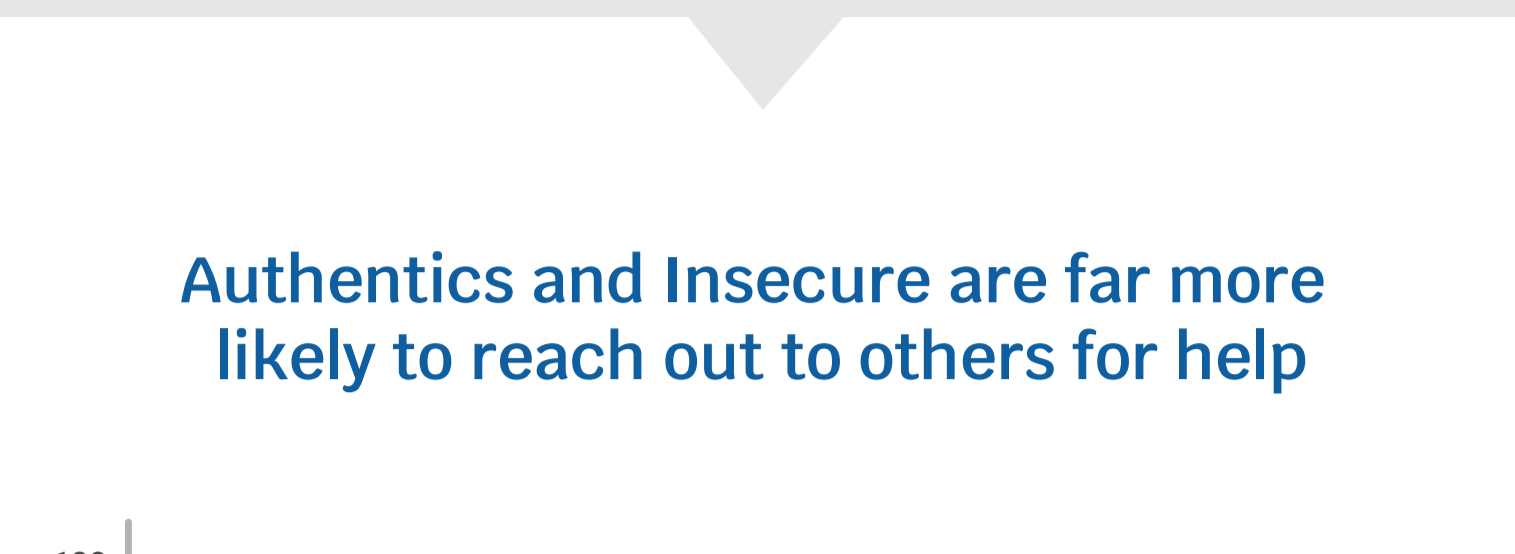
To both understand and size the market for executive coaching and life coaching among working adults, **Leading Indicator Systems (LIS)** conducted a large-scale, representative, online survey in Q4 2021.

Using **AgileBrain<sup>SM</sup>**, a neuroscience-based emotional / motivational measurement technology, the analysis revealed the existence of four distinct segments, each with its own needs for personal growth and fulfillment, attitudes, unique profiles of demographics, and desired benefits of coaching.

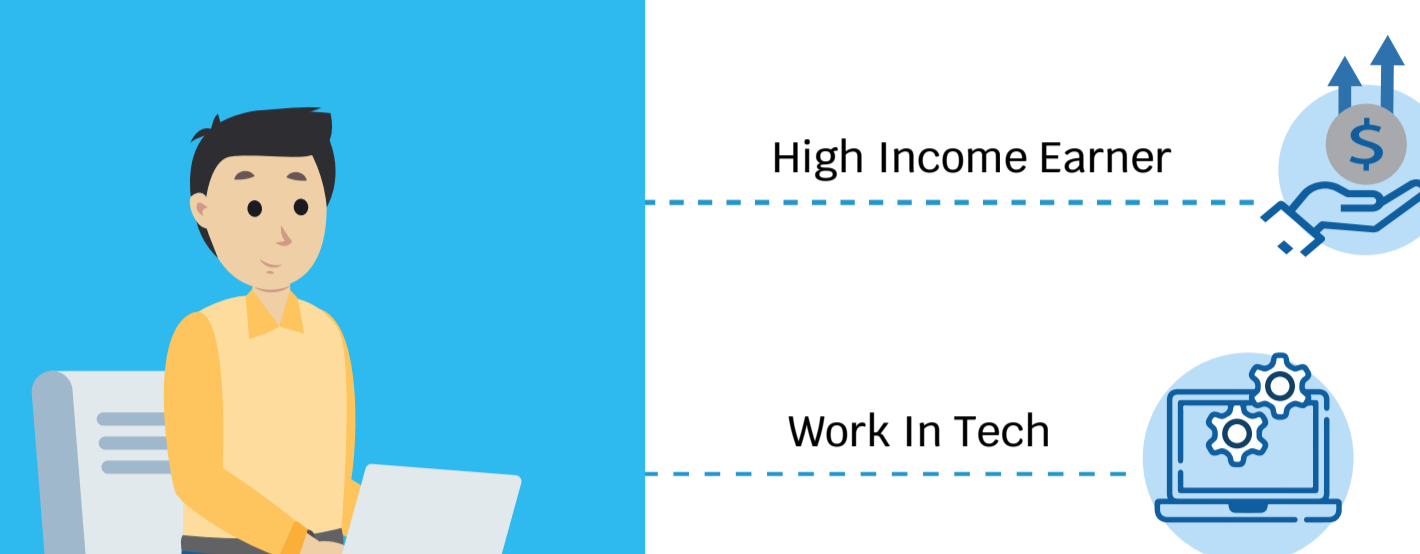
Coaching networks and individual coaches will be able to leverage these insights for targeting prospects, communicating effective messages, and tailoring the content of their coaching to best address each segment's ultimate goals.

## Key Findings

### 4 Segments Identified:



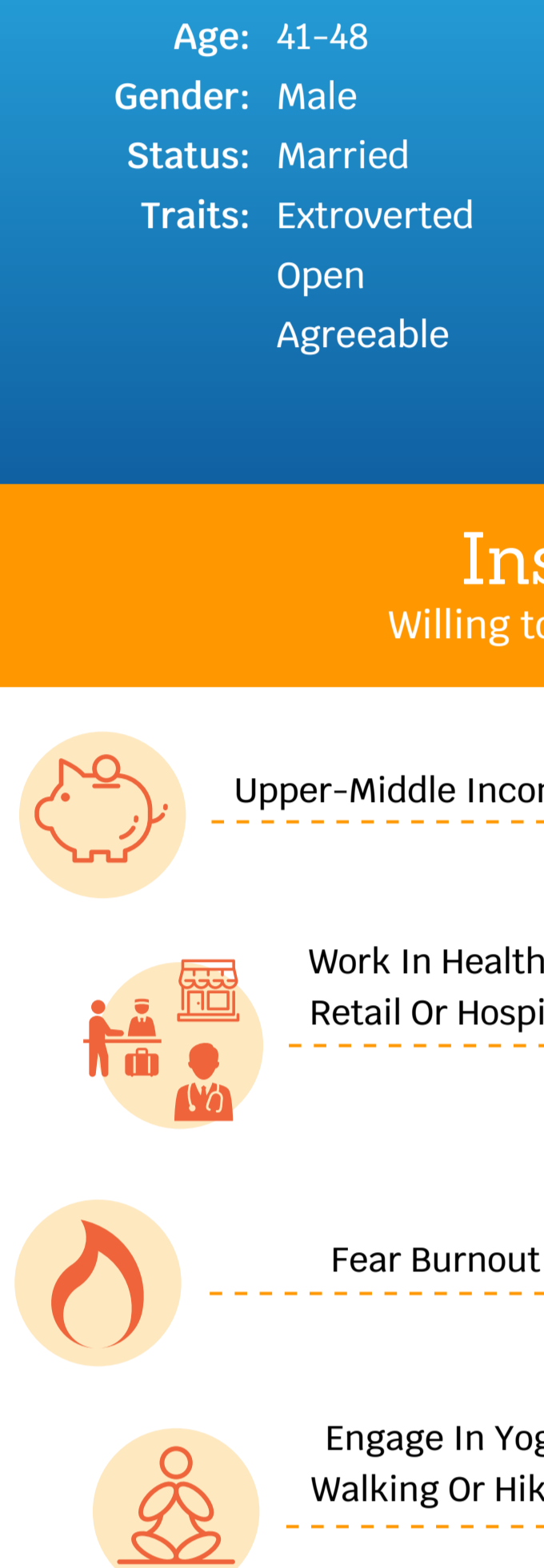
### Authentics and Insecure are far more likely to reach out to others for help



## Who are the segments?

### Authentics

Most willing to seek coaching



#### Profile

Age: 41-48  
Gender: Male  
Status: Married  
Traits: Extroverted  
Open  
Agreeable

High Income Earner



Work In Tech



Positive Job Attitude



Don't Fear Burnout



Spiritual

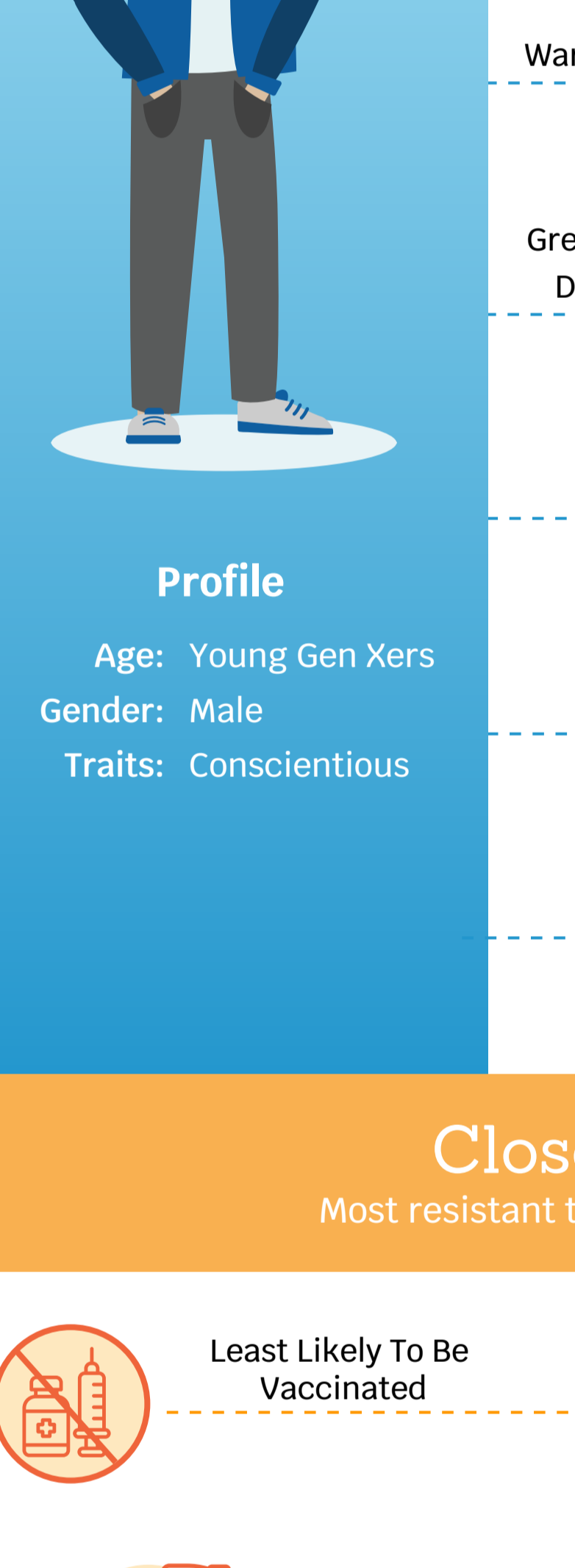


Heavy Social Media Use



### Insecure

Willing to seek coaching



#### Profile

Age: Millennial  
Gender: Female  
Status: Single  
Traits: Anxious

Upper-Middle Income



Work In Healthcare, Retail Or Hospitality



Fear Burnout



Engage In Yoga, Walking Or Hiking



Video Gamers

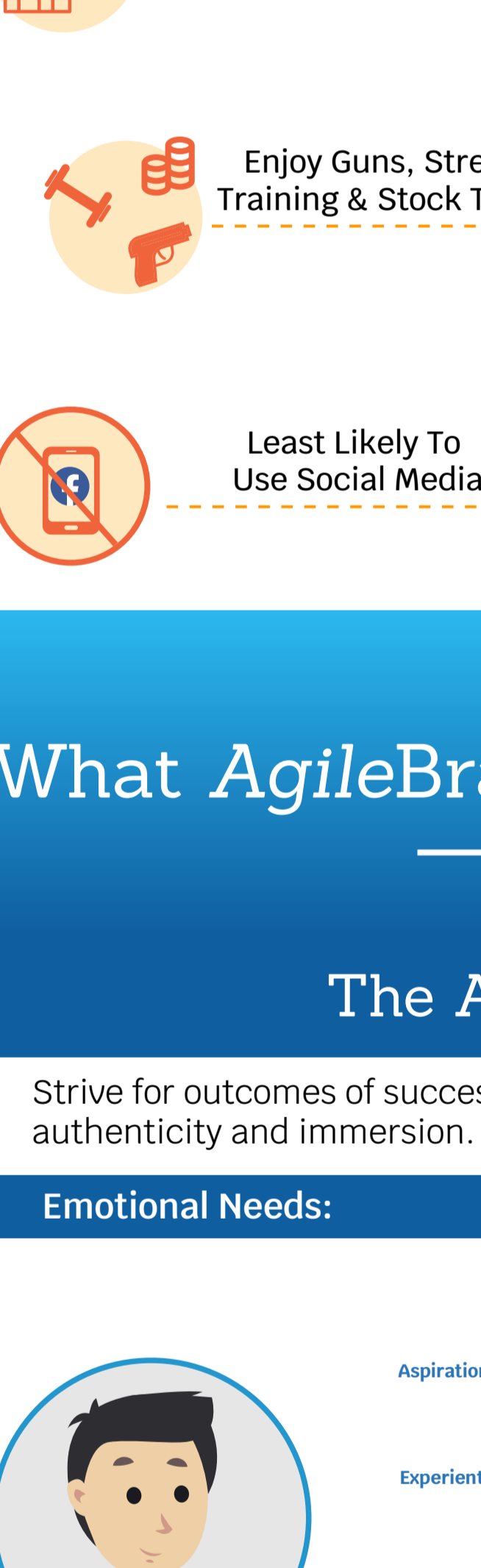


Biggest Users Of Reddit, Discord & Pinterest



### Self-Sufficient

Less ready for coaching



#### Profile

Age: Young Gen Xers  
Gender: Male  
Traits: Conscientious

4 In 5 Avoid Seeking Help From Others



Least Likely To Have Support Network



Work In Manufacturing, Transportation, Warehouse & Healthcare



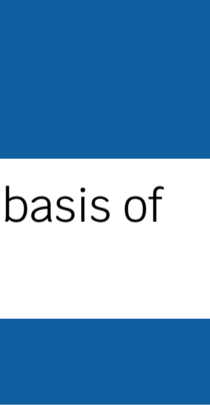
Greatest Interest In DIY & Gardening



Video Gamers



Enjoy Hiking

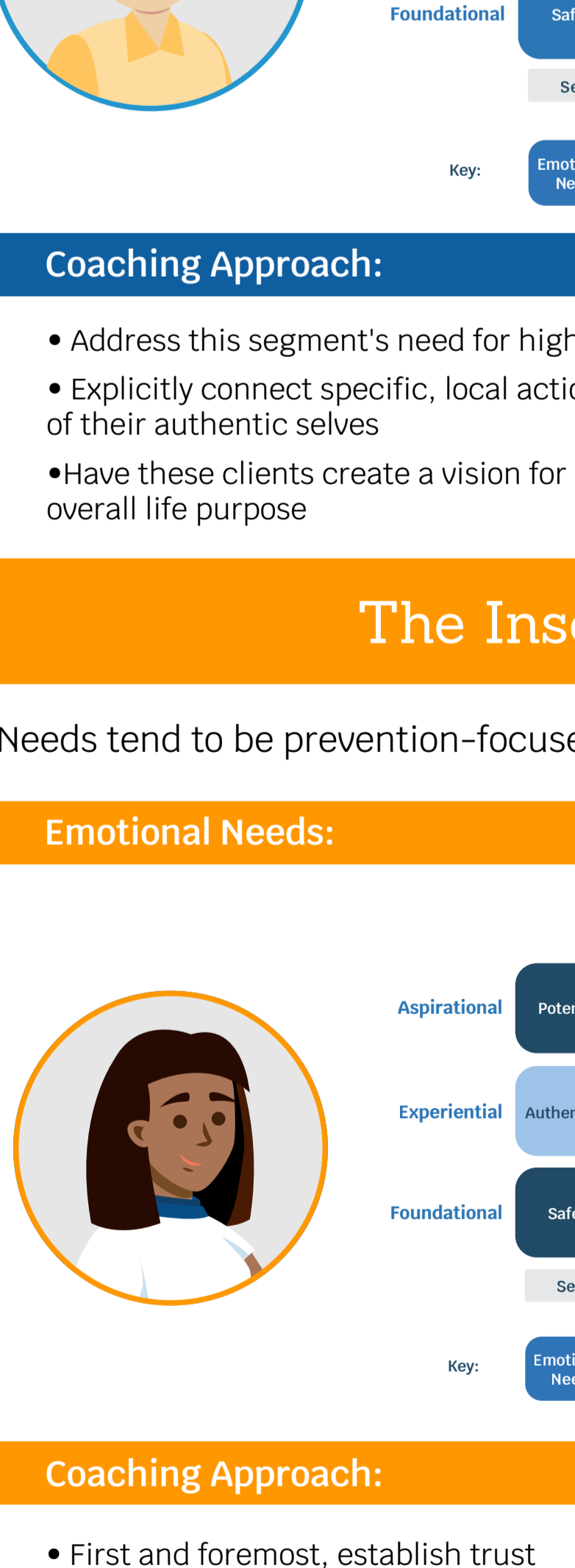


Users Of Twitch



### Closed

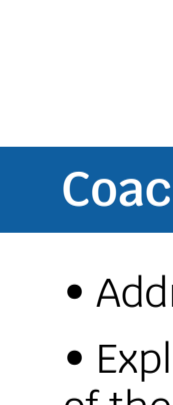
Most resistant to coaching



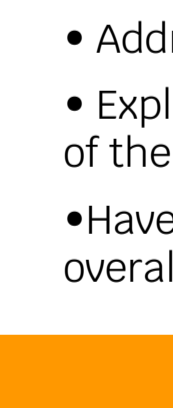
#### Profile

Age: Older Millennial  
Gender: Male  
Traits: Introverted  
Closed

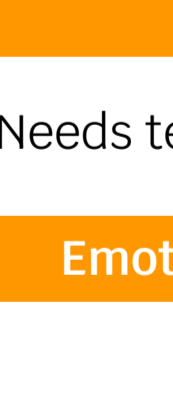
Least Likely To Be Vaccinated



Low Job Satisfaction



Work In Manufacturing Or Financial Services



Enjoy Guns, Strength Training & Stock Trading



Least Likely To Use Social Media

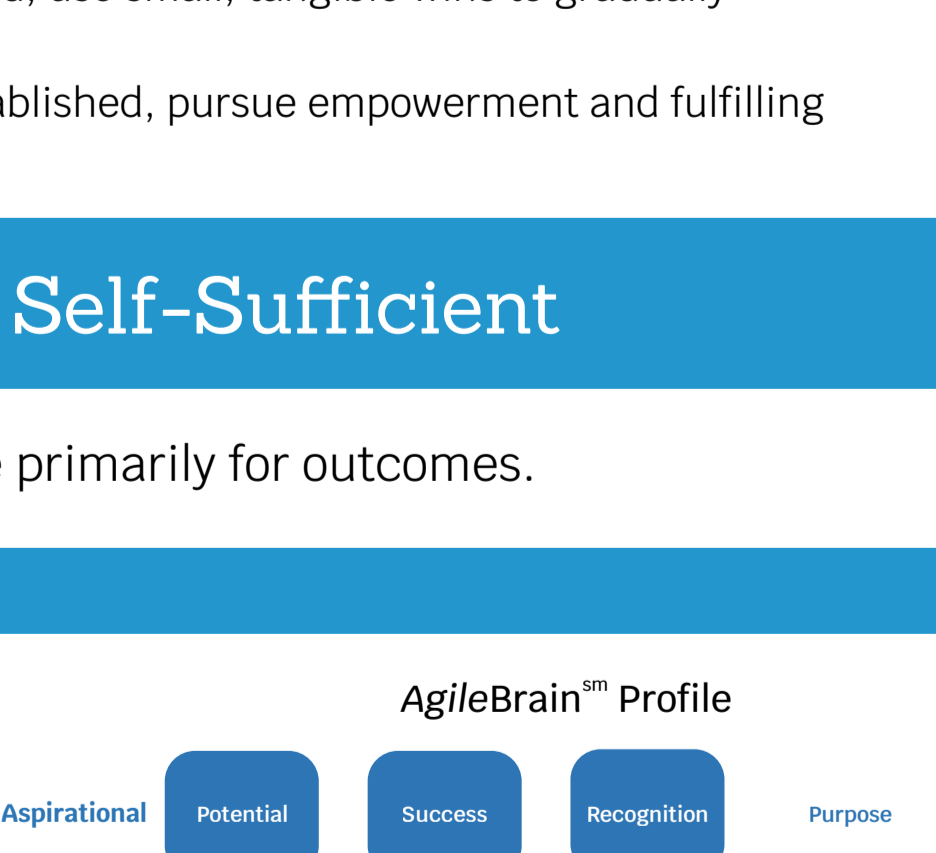
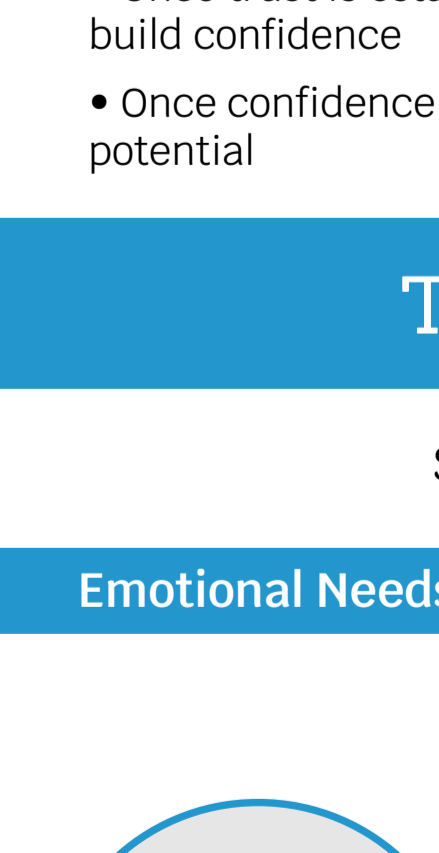


## What AgileBrain<sup>SM</sup> is Telling Us

### The Authentics

Strive for outcomes of success and recognition on a basis of authenticity and immersion.

#### Emotional Needs:



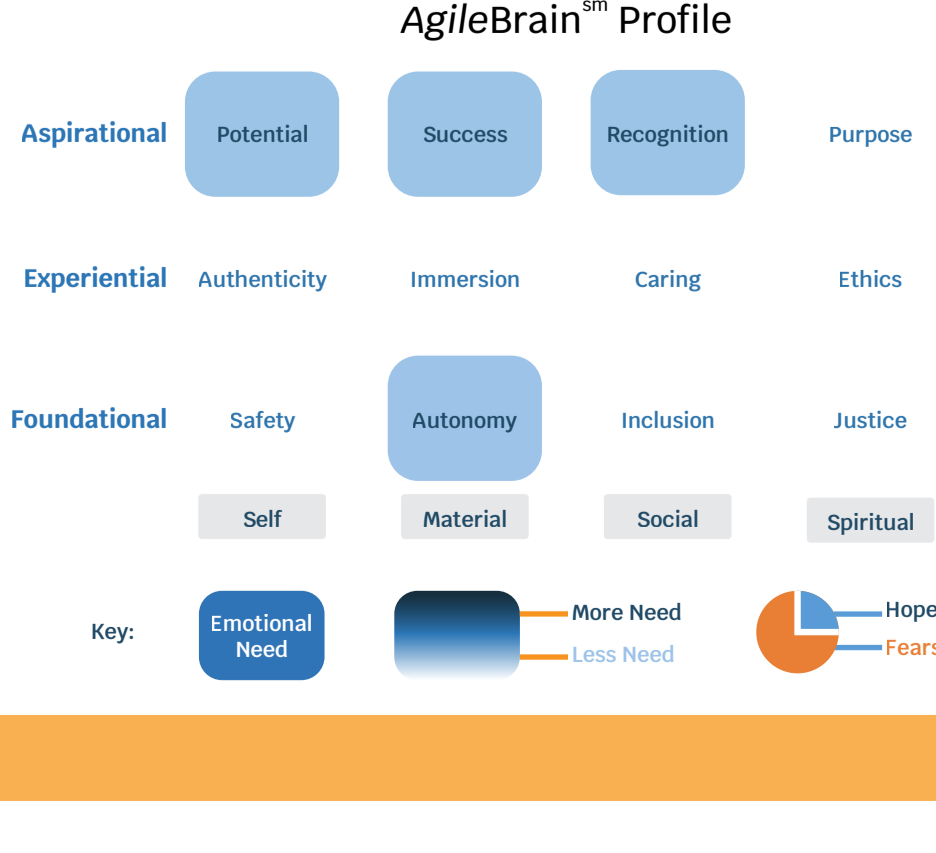
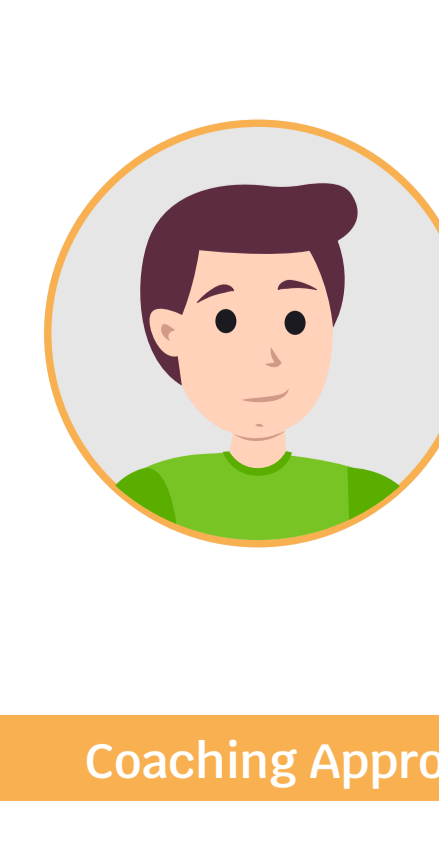
#### Coaching Approach:

- Address this segment's need for higher meaning in the coaching plan
- Explicitly connect specific, local action plans to their broader concept of their authentic selves
- Have these clients create a vision for connecting their plans to their overall life purpose

### The Insecure

Needs tend to be prevention-focused, foundational and principled.

#### Emotional Needs:



#### Coaching Approach:

- First and foremost, establish trust
- Once trust is established, use small, tangible wins to gradually build confidence
- Once confidence is established, pursue empowerment and fulfilling potential

### The Self-Sufficient

Strive primarily for outcomes.

#### Emotional Needs:



#### Coaching Approach:

- Use logical arguments to frame the benefits of coaching in terms of the client's personal gain
- Emphasize the use of strategies to build personal power, autonomy, and control
- Shape this segment's natural assertiveness toward becoming less defensive and more effective