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COACHING IN TURKEY

Survey shows perception of coaching among Turkish coaches

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Have you heard about the increasing numbers of professional coaches in Turkey? The country has many coaching training programs, some approved by International Coaching Federation (ICF), others not. A recent survey was conducted to determine how coaching is perceived by professional coaches who participate in coach training programs in Turkey.

Two well-known coaching organizations in Turkey, ICF Turkey and European Mentoring & Coaching Council (EMCC) Turkey, shared the survey with their members. LinkedIn was also used to involve coaches in the study, which was performed between May and July, 2019. Two hundred and thirty-six professional coaches participated in the survey, 97 percent of whom had graduated from an approved program.

MEASUREMENTS AND RESULTS

Training & Credentials

The distribution of the participants by training program was as follows:

COACHING TRAINING PROGRAM	PARTICIPANTS
Erickson Coaching International	75 (31.8%)
Adler International Learning	47 (19.9%)
212 Degree Coaching Academy	22 (9.3%)
Anka Coaching Training	16 (6.8%)
The Coach Training Institute	13 (5.5%)
Sola Unitas Academy	13 (5.5%)
Participated in more than one program	23 (9.7%)
Other programs	27 (11.4%)
TOTAL	236

Other programs included Gestalt Center For Coaching, House of Human Coaching, ID Coaching, Livcon Learning Academy, Learning Academy, Fa Coach Academy, and Optimal Coaching.

The majority of the participants (63.1 percent) had no credential. Only 28.8 percent of respondents have an ICF credential, divided into Associate Certified Coach (ACC) (44 participants, 64.7 percent), Professional Certified Coach (PCC) (22 participants, 32.4 percent) and Master Certified Coach (MCC) (two participants, 3.0 percent) – see Figure 1. Nineteen of the participants (eight percent) had a program-based credential conferred by a coaching training program.

Coaching for the Coach

Fifty percent of the respondents said they participate in coaching sessions for themselves regularly. The types of payment coaches provided for these sessions include barter (80 respondents, 38.1 percent), cash (68 respondents, 32.4 percent), and a small gift (27 respondents, 12.9 percent). The remainder of the participants received their sessions free of charge (35 respondents, 16.7 percent). The percentage of participants who attended coaching sessions before their coaching training program was 34.7 percent.

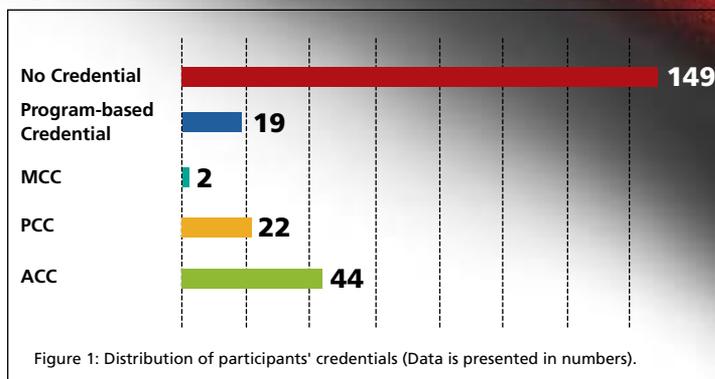
In order to improve their coaching abilities, approximately one-third of the professional coaches surveyed (69 participants, 29.2 percent) were taking additional trainings. Seventy-four (31 percent) were receiving at least one of either coaching, mentoring or supervision. Ten percent of the coaches said they were not making any effort to improve their coaching abilities.

Fields of Coaching

FIELDS OF COACHING	PARTICIPANTS
Career Coaching	11
Executive Coaching	5
Organization and Relationship Coaching	5
Entrepreneur Coaching	3
Team Coaching	3
Other (Student, Life, Spiritual, ...etc.)	34
At least two different coaching fields*	173

* 73.3 percent of the participants answered that they are practicing at least two of the first four types of coaching (Executive, Entrepreneur, Career and Organization and Relationship Coaching).

Figure 1



Earnings & Hours

Most of the coaches (76.3 percent) earn less than \$85 USD per hour. Nine percent made up to \$350 USD per a session. A few coaches (1.3 percent) charged over \$350 USD per session.

Most of the coaches (85.2 percent) work less than 30 hours per month; 4.2 percent work from 31 to 60 hours, and 1.9 percent work more than 61 hours per month. Eight percent of the participants do not coach at all.

DISCUSSION

The results of the survey illustrated two important points. First, only one-third of the professional coaches pay cash for coaching sessions for themselves. My mentoring sessions in coaching as an entrepreneurial model have revealed that one of the biggest problems professional coaches in Turkey face is determining the appropriate price to charge for their sessions and how to inform their clients of it. The results of the survey suggest that one potential source of this uncertainty may be that most coaches don't pay for their own coaching sessions in cash. Paying for their own coaching in cash might give coaches more confidence in setting and asking for appropriate prices for their own services.

Second, an approved coaching training program in Turkey costs from \$2,500 to \$4,000 USD. Coaches must pay at least as much to earn ICF credentials. In addition, as the survey

shows, many coaches continue to take additional training to improve their knowledge. Yet the survey shows that the majority of coaches earn less than \$2,500 USD monthly. This suggests that the majority of professional coaches in Turkey are not seeing sufficient financial returns, which may explain why few coaches applied for ICF credentials.

The perception of coaching among Turkish coaches is powerful and results oriented. However, coaching is not treated as a field of business. The coaching field is quite new and still in the early stages of development. Coach training companies are focused on supplying trainings rather than growing their businesses, and some coaches are unqualified and lack necessary skills. These factors prevent expansion of the market.

What will happen if and when professional coaches in Turkey start to see this new profession as a viable business and approach it as entrepreneurs? On the positive side, 88 percent of the survey participants believe in the popularity of professional coaching, and that in 10 years' time it will obtain the esteem it deserves. •

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