

2020

International  
Career Coach  
Landscape Report

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in conjunction with John Lees

Welcome to our report on the career coaching landscape in 2020, designed to help you understand the current marketplace and be more effective in your practice.

The report answers a range of questions, including:

- How do other career coaches work?
- What kind of career coaching do they do?
- How much do they charge?
- Where do they find their clients?

It's designed to help you be more confident in the way you work and in the fees you charge – and give you some valuable ideas based on what others are doing.

The data for this report was drawn from surveys conducted in 2018 and 2019 with a total of 382 career coaches, across 34 countries and six continents.

We're proud to have partnered with career author and strategist John Lees to produce this 2020 report.

We hope you find it useful. Do let us know too what you'd like to see in future versions – we'd love to hear.

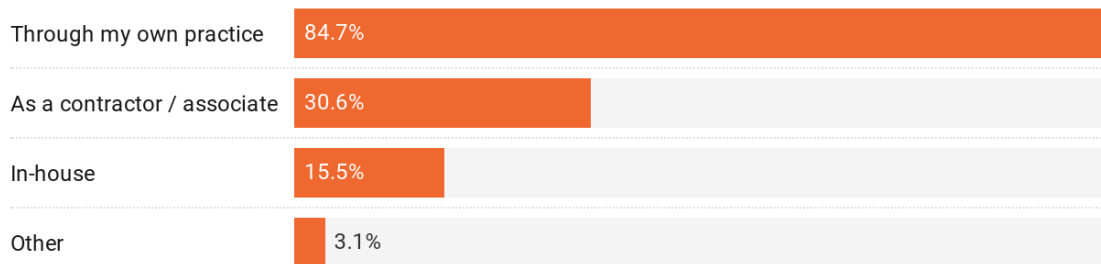
*The Firework Coaching team*

[hello@fireworkcoaching.com](mailto:hello@fireworkcoaching.com)

# 1

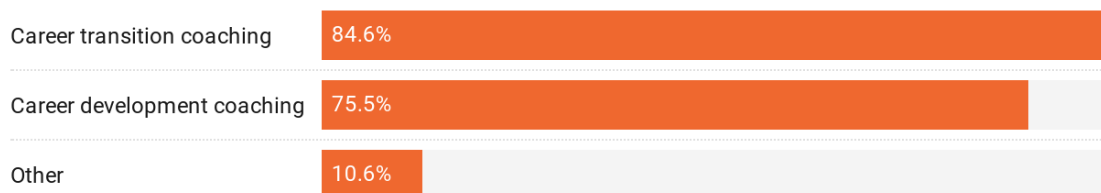
The majority of career coaches work through their own practice and do a mixture of career transition and career development coaching.

## How do you work as a career coach?



Note: Participants could select more than one answer for this question.

## What kind of career coaching do you do?



Note: Participants could select more than one answer for this question.

# 2

Half of coaches spend 40% or less of their working time on career coaching, versus other, non-coaching work.

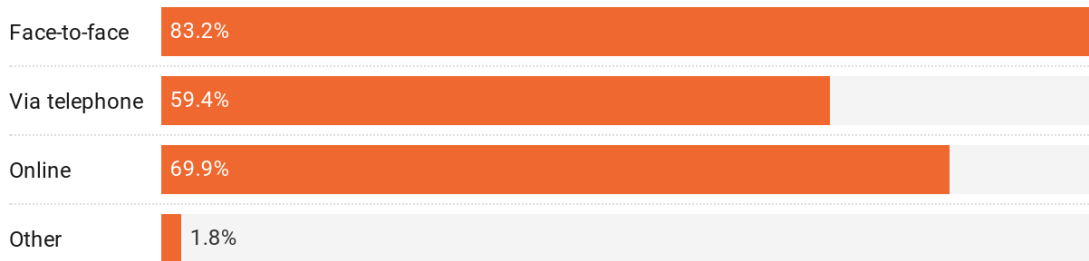
**Roughly what percentage of your working time do you spend career coaching vs other types of work?**



# 3

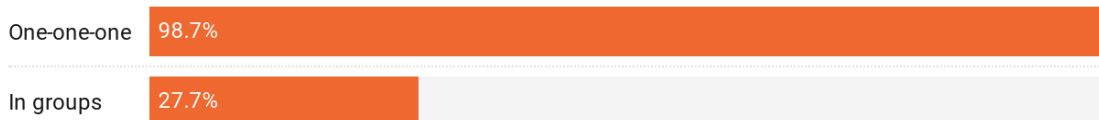
Face-to-face and online are the most popular ways to work with clients. Almost all career coaches work one-on-one, with more than a quarter also working in groups.

## Do you work face-to-face, via telephone and / or online?



Note: Participants could select more than one answer for this question.

## Do you do your career coaching one-on-one and / or in groups?

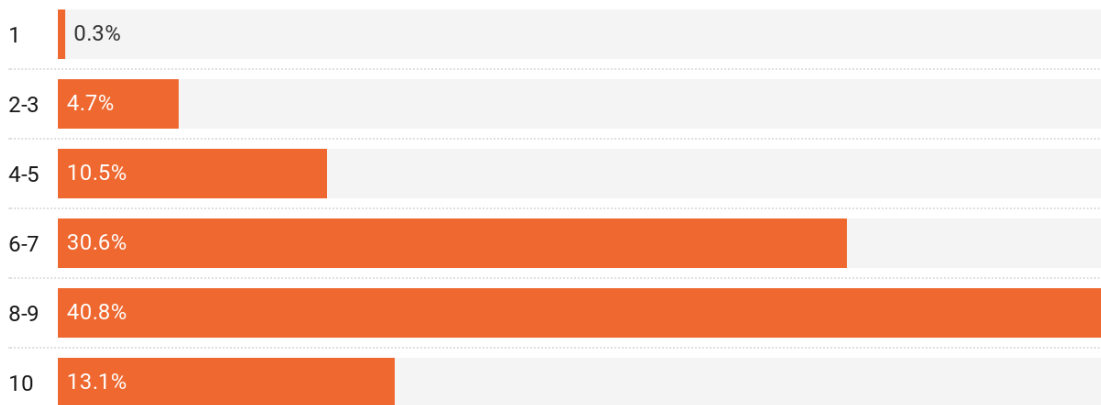


Note: Participants could select more than one answer for this question.

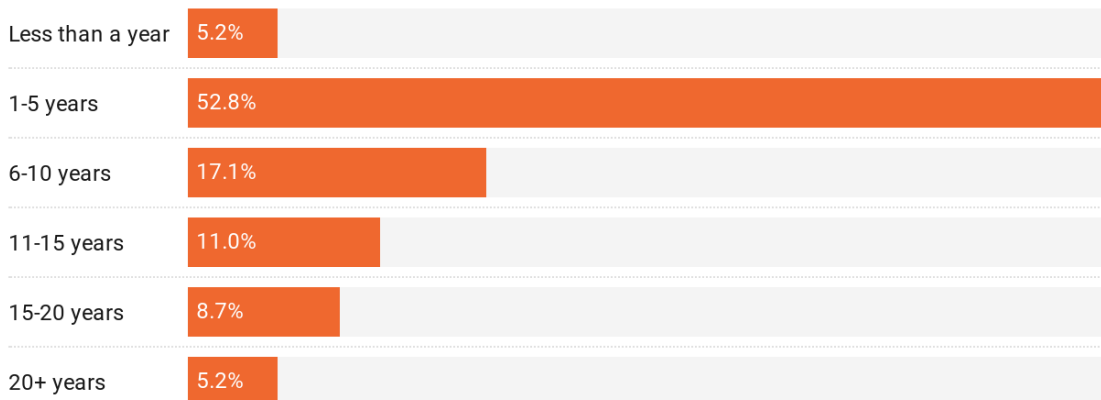
# 4

More than 80% of career coaches are satisfied with their work, with the majority having been a career coach for between 1-5 years.

**How satisfied are you in your career coaching work?  
(1 = Not at all satisfied; 10 = Extremely satisfied)**



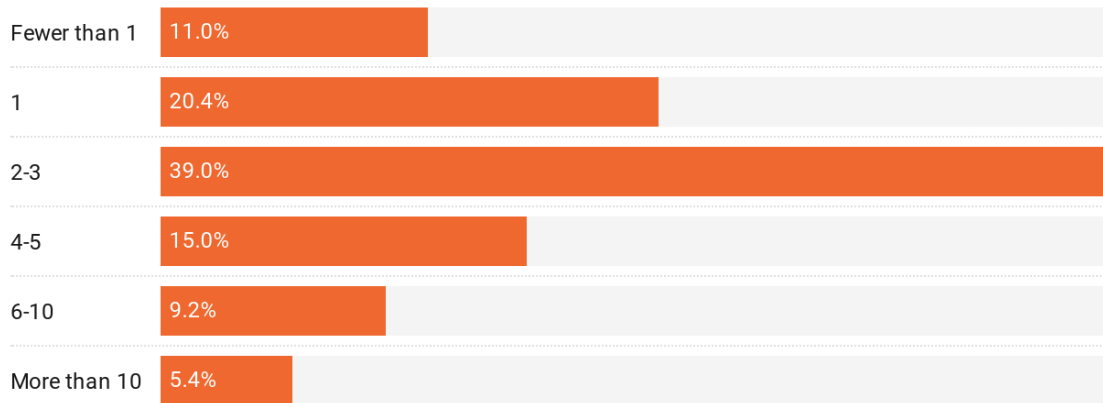
**How many years have you been career coaching?**



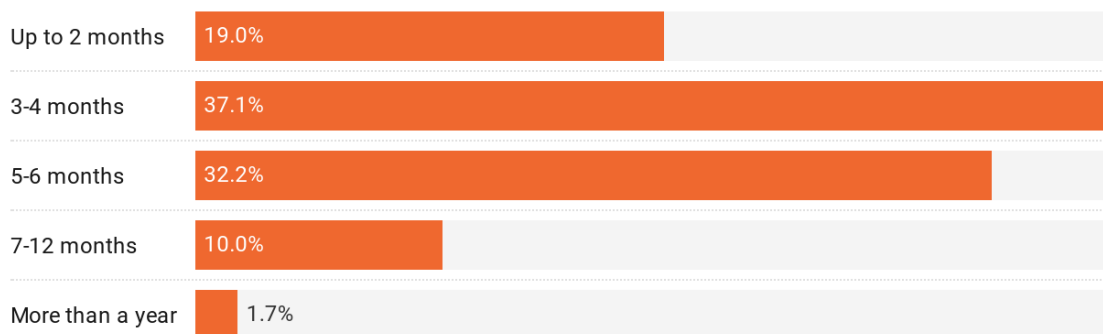
# 5

Career coaches take on an average of 3 new clients per month, with an average engagement length of just under 5 months.

## How many new clients do you take on per month (on average)?



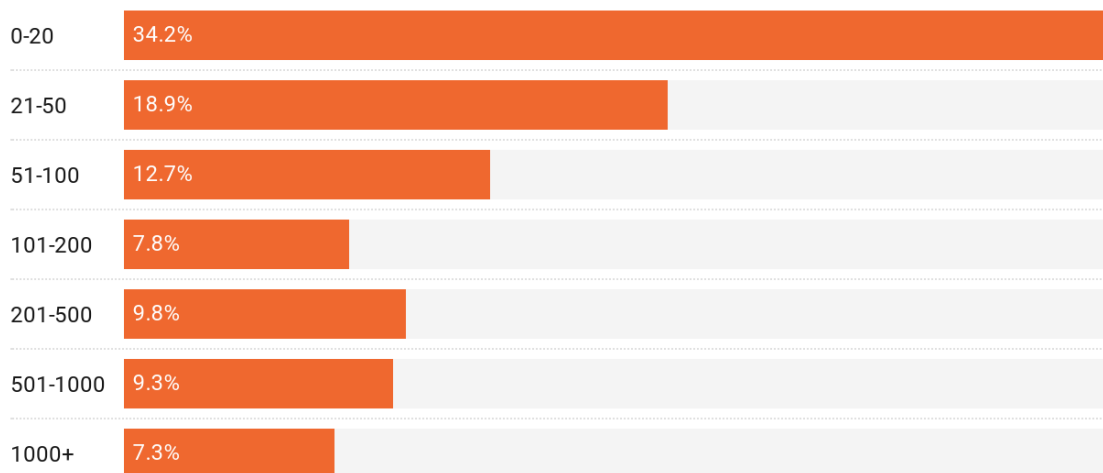
## What is the average length in months of your engagement with your career coaching clients?



# 6

More than half of career coaches surveyed have worked with fewer than 50 clients; more coaches work on a package than hourly basis.

**Roughly how many career coaching clients in total have you worked with to date?**



**Do you work on an hourly basis or on a package basis with your clients (or both)?**

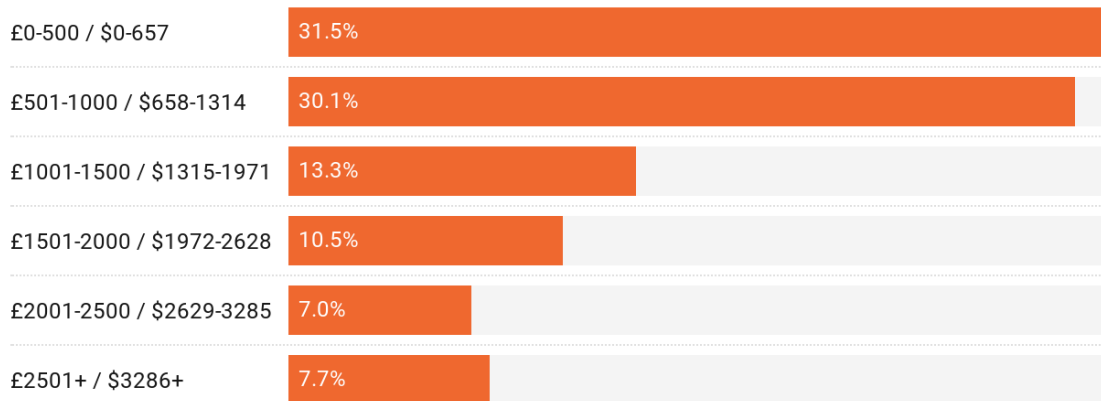




# 7

The median package rate charged by career coaches is £750 / \$976; the average package rate is £1,061 / \$1,401.

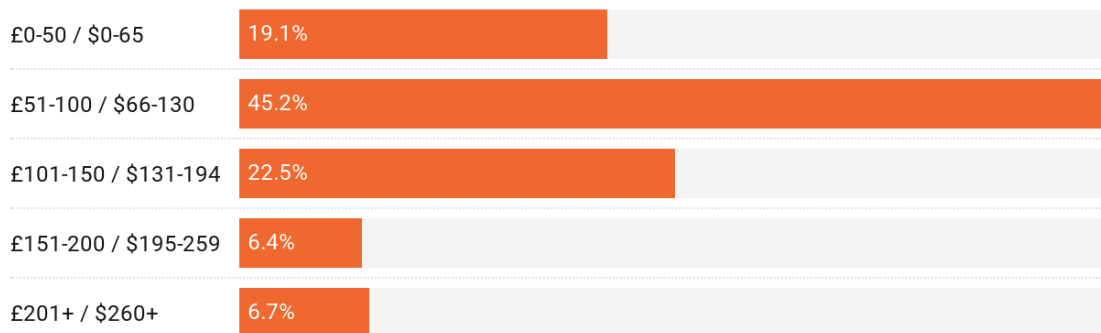
## What's your average rate for a coaching package?



# 8

The median hourly rate charged by career coaches is £93 / \$121; the average hourly rate is £112 / \$147.

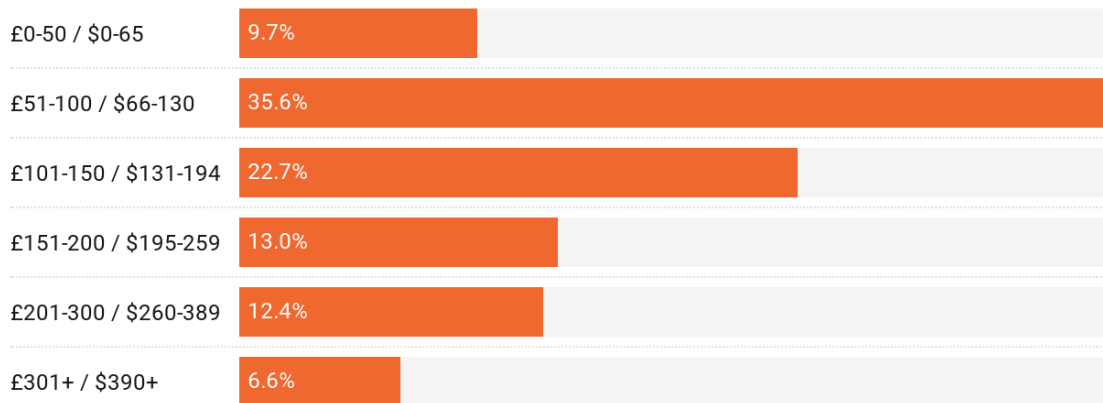
**What's the average hourly rate per client you charge for your career coaching services?**



# 9

The median highest hourly rate charged by career coaches is £118 / \$154; the average highest hourly rate is £166 / \$217.

**What's the highest hourly rate per client that you've charged for your coaching services?**

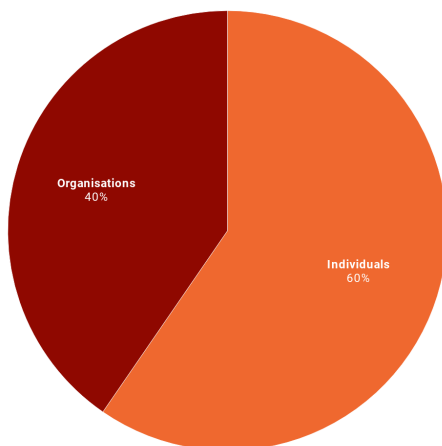


# 10

Approximately two thirds of career coaches' income comes from individuals vs organisations.

What proportion of your career coaching income comes from individuals paying you vs organisations paying?

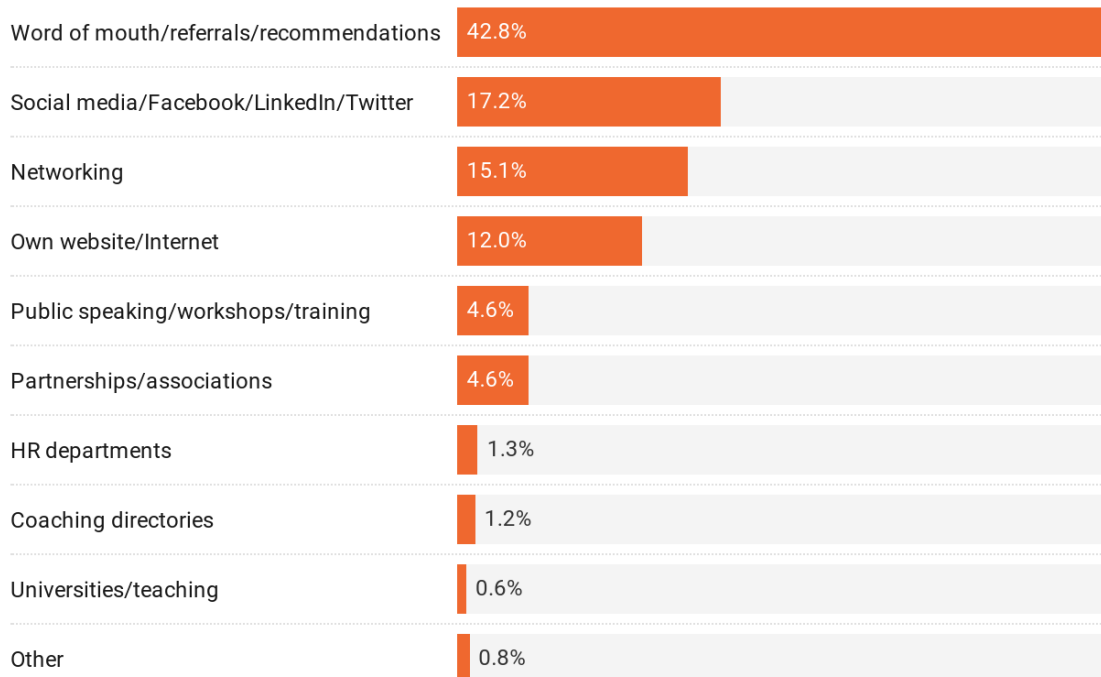
■ Individuals ■ Organisations



# 11

The most common way career coaches find clients is through word-of-mouth referrals, followed by social media, networking and their own website.

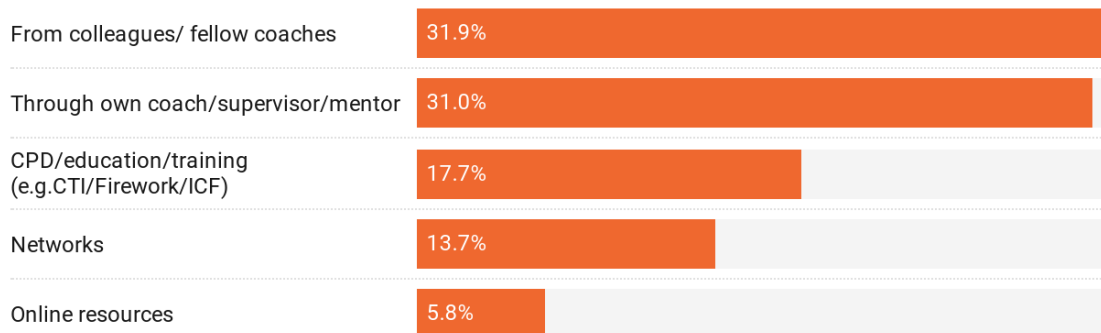
## What are your most effective channels for sourcing clients?



# 12

Career coaches get support for themselves primarily through colleagues / fellow coaches and their own coaches, supervisors and mentors.

## Where, if anywhere, do you get support for yourself as a career coach?



# About Firework & John Lees

Firework provides high-impact career coach training. Our flagship programme, the Firework Coaching Programme, is designed to give existing coaches the confidence and credibility to work successfully with people going through career change. It does this through providing a proven framework and set of tools accredited by the ICF, together with a supportive community of licensed coaches around the world. Firework is part of Careershifters, a certified B Corporation.

Find out more at [www.fireworkcoaching.com](http://www.fireworkcoaching.com)

John Lees is one of the UK's best known career strategists. He has published 15 books on careers and work including the UK best-seller 'How to Get a Job You Love' and his latest, 'Get Ahead in Your New Job'. John was previously Chief Executive of the Institute of Employment Consultants and a founding board member of the Career Development Institute. He holds degrees from the Universities of Cambridge, London and Liverpool and is a NICEC Fellow.

Find out more at [www.johnleescareers.com](http://www.johnleescareers.com)

John also runs the Career Coach Forum, an international LinkedIn group for careers specialists, with 7,000+ members.

Find out more at [www.linkedin.com/groups/2664629](http://www.linkedin.com/groups/2664629)

“ Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. ”