

2025 ICF Coaching Education Stakeholder Survey

Key Highlights

Who Responded?

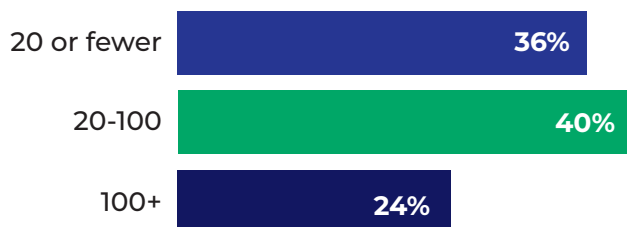
- **524 responses** from coach educators, program owners, directors of education, faculty members, assessors, and administrative staff.
- Most respondents have been **in their role 10+ years**.

Emerging Trends in Coaching Education

- **Specialization:** growing demand for specialty coaching areas (business, executive, mental health, neurodiversity).
- **Technology & AI:** rising curiosity and concern with interest in ICF guidance.
- **Flexibility:** increased demand for shorter, more adaptable learning formats.

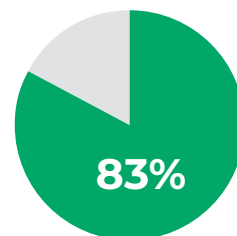
Enrollment Totals for 2024

- 36% of CE providers had 20 or fewer participants in 2024.
- 24% of CE providers had 100+ participants in 2024.
- The remaining 40% of respondents had student totals between 20 and 100 in 2024.



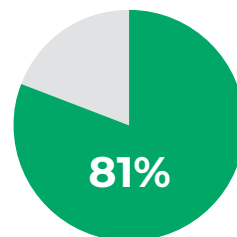
Growth Expectations

- Overall, **83% of respondents expect enrollment to increase or remain steady** over the next year.
- Regional expectations vary:
 - 27% in Latin America & Caribbean expect enrollment to decrease.
 - 0% in the Middle East, Africa, and Oceania expect an enrollment decrease.



Accreditation Value

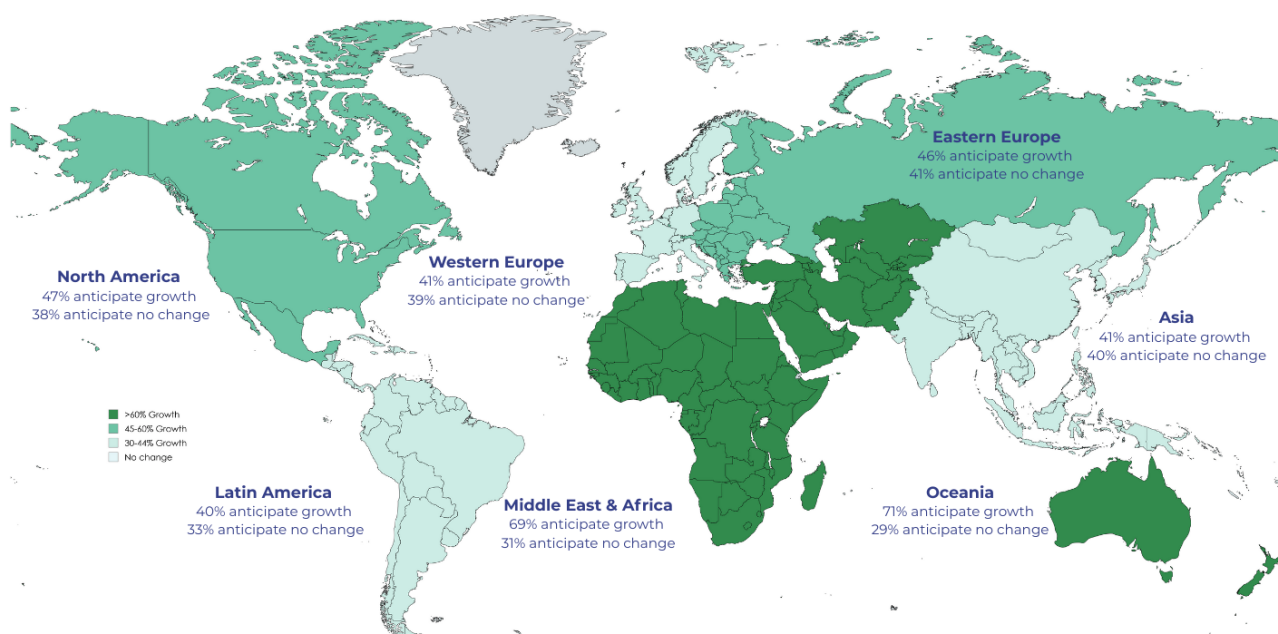
- **81% rate ICF Accreditation as “very” or “extremely valuable.”**
- Accreditation provides credibility, legitimacy, and trust, which are especially important for providers seeking market recognition.



Challenges

- **Economic Pressures:** affordability, enrollment sustainability, marketing costs.
- **Market Saturation:** growing competition and retention concerns.
- **Complex Processes:** navigating evolving accreditation standards, renewals, and documentation confusion.

Regional Market Insights



Globally, 44% of organizations expect enrollment to grow in 2026, with 40% expecting enrollment stability.

Looking Ahead

- Coach Educators anticipate AI integration, increased rigor, and more specialization within the coaching education field.
- Organizations show a strong desire for ICF leadership in setting standards, ethics, and regulations.
- Stakeholders are interested in ROI case studies and success stories—evidence that coaching education not only develops individual coaches but also creates measurable impact in organizations.

Organization Types

The majority of organizations (74%) identify as small, independent or boutique organizations. This is followed by large, global organizations (12%), corporate programs (11%), and university based programs (10%).

