

Key Influences on the Field

The impact of other professions on coaching and niche development

By Vikki Brock

As coaches have spent far too much time describing how we are different from other professions. Now is the time to acknowledge and understand how we are standing on the shoulders of professions that have gone before us.

We need to understand the foundations of the techniques we use with our clients. We need to keep current with other fields so we can provide the best possible coaching to the clients we serve. Membership in the professional organizations of related disciplines is one way to learn and keep abreast of recent developments.

Based on the Executive Summary of the Preliminary findings of the 2005 Survey of Key Influences and Influencers in the Field of Coaching (Brock 2006), we know three things:

1. Psychology is the identified as the most influential profession related to coaching.
 2. Membership of coaches in related professional organizations is largest for psychology organizations.
 3. Coaching niche/specialty areas are balanced approximately 50%-50% between business coaching and personal coaching.
- Below are the results of a recent study of the influence of related professions on coaching.

Professions Influencing Coaching	Professional Organization Membership Grouped by Related Professions	Coach Specialty and Niche Areas
Psychology19.4%	Psychology20%	Purpose, vision, lifestyle design, motivation, creativity, integrity, authenticity, clarity27%
Consulting11.0%	Training and Development17%	Business, entrepreneur, organization and team, professional, practice building, sales, cross cultural diversity17%
Organization Development10.9%	Other (Non-Coaching)16%	Leadership, executive and management16%
Sports/Fitness/Recreation10.1%	Human Resources/Personnel15%	Personal productivity, stress reduction/time management, conflict resolution, financial, mentor, communication, academic/education/student and other13%
Management/Leadership8.7%	Management/Business/Consultants11%	Relationship, family, parenting, teens/children, gay/lesbian, sexuality8%
Education/Teaching8.3%	Organization Development8%	Career transitions, planning and development8%
Training7.6%	Psychotherapy/Counseling5%	Transitions, divorce, retirement5%
Philosophy (+ Ontology)7.6%	Speakers and Writers4%	Wellness, self-care, addictions, ADHD4%
Human Resources6.4%	Facilitators2%	Christian, spirituality2%
Other Professions5.6%	Wellness1%	
Human Potential Movement2.5%	Employee Assistance1%	
Sociology1.9%		

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