The Secret History of Coaching...

Past and Present

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Agenda

- What do you know about the history of coaching?
- How and when did modern coaching emerge?
- What role did Arizona coaches play?
- Where is coaching today?
- What challenges are facing coaching?
- What does the future hold for Coaching?
What do you know about the history of coaching?

. . . . . What do you want to know?
GENESIS OF WORD “COACH”

• Ancient Olympics in Greece
• Socrates
• 1500s – Carriage
• 1840s – Oxford University tutor
• 1880s – Sports coach
Historical Observation #1

Coaching sprang from several independent sources and spread through relationships
Early Coaching Influencers

CoachInc
Sandy Vilas
Linda Miller

ICF
Diane Brennan
Katharine Halpin
Margaret Krigbaum
Marcia Reynolds

Others
Sylva Leduc
Thomas Leonard
Historical Observation #2

Coaching has a broad intellectual framework that draws on the synergy, cross-fertilization, and practices of many disciplines
Disciplines and Socioeconomics

1800
Natural Sciences
Social Sciences
Business

1900
Success Motivators
Human Potential
Personal Growth

2000
Historical Observation #3

Modern coaching patterns and practices are dynamic and contextual
“Goal-directed, results-oriented, systematic process in which one person facilitates sustained change in another individual or group through fostering the self-directed learning and personal growth of the coachee” (Grant, 2003) encompassing attributes along a continuum.

### Continuum Attributes*

<table>
<thead>
<tr>
<th>Directive</th>
<th>Facilitative (Non-directive)</th>
</tr>
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<tbody>
<tr>
<td>Holistic</td>
<td>Specific</td>
</tr>
<tr>
<td>Short-term</td>
<td>Long-term</td>
</tr>
<tr>
<td>Individual leads agenda</td>
<td>Others lead the agenda</td>
</tr>
<tr>
<td>High personal content</td>
<td>Low personal content</td>
</tr>
<tr>
<td>High business content</td>
<td>Low business content</td>
</tr>
<tr>
<td>Developmental</td>
<td>Remedial</td>
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*adapted from CIPD Coaching and Buying Coaching Services Guide*
Historical Observation #4

Coaching came into existence to fill an unmet need in an interactive, fluid world of rapid change and complexity
SOCIOECONOMIC PERIODS

1900

- Modern Period
  - Evidence, logic, rationality
  - Industrial revolution
  - Separation of work & family
  - Shift isolated to integrated
  - Control, order, certainty

1950

- Postmodern Period
  - Service society
  - Reintegration of family & work
  - Resistance to sacrifice for progress
  - Rapid technology change
  - Migration and globalization

2000

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EMERGENCE OF COACHING

1930s - 50s  1960s - 70s  1980s  1990s  2000s  2010s

Counseling Executives
Sales Coaching
Leadership Programs
Assessment Centers
Inner Game
Coaching Services
Training + Associations
Coaching Culture
Academic Programs
Research & Evidence
CURRENT TRENDS…

* Global Supply of Coaches
  * US Business coaches 40,000
  * Coaches Outside USA 40,000
  * Life coaches in world 20,000
  * Call themselves coach 5,000
  * Annual coach graduates 25,000

Total: 130,000

* Client Demand for Coaches
  * Ratio of potential ‘helpers’ to clients is large
  * Want experience first and credentials second
SIGNIFICANT ACHIEVEMENTS…

1. Self-regulated through professional associations
2. Professional codes of conduct/ethics
3. Significant coach specific training programs
4. Increasing academic evidence-based education
5. Expanding specific research and knowledge base
6. Proliferation of internal programs
7. Influenced changes in root disciplines
8. Extensive media coverage and public recognition
COLLABORATIVE TRENDS…

1. Definition and practice of coaching
2. Body of knowledge
3. Competencies
4. Curriculum
5. Accreditation
6. Certification and assessment
7. Ethics and standards of conduct
8. Cultural influences and practices
CHALLENGES: How to….

1. Ensure a person has the understanding and competence to practice.
2. Develop a unique global discipline of practice and body of knowledge.
3. Maintain unique lens on the client as coaching integrates with other practices and disciplines.
4. Respond to the marketplace demands for distinctiveness from other disciplines.

As coaches, how will you meet these challenges?
REMEMBER…

Coaching is a social phenomenon for the 21st century and beyond...

And the catalyst to the next stage of human evolution.
Thank You

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