

ICF-LA

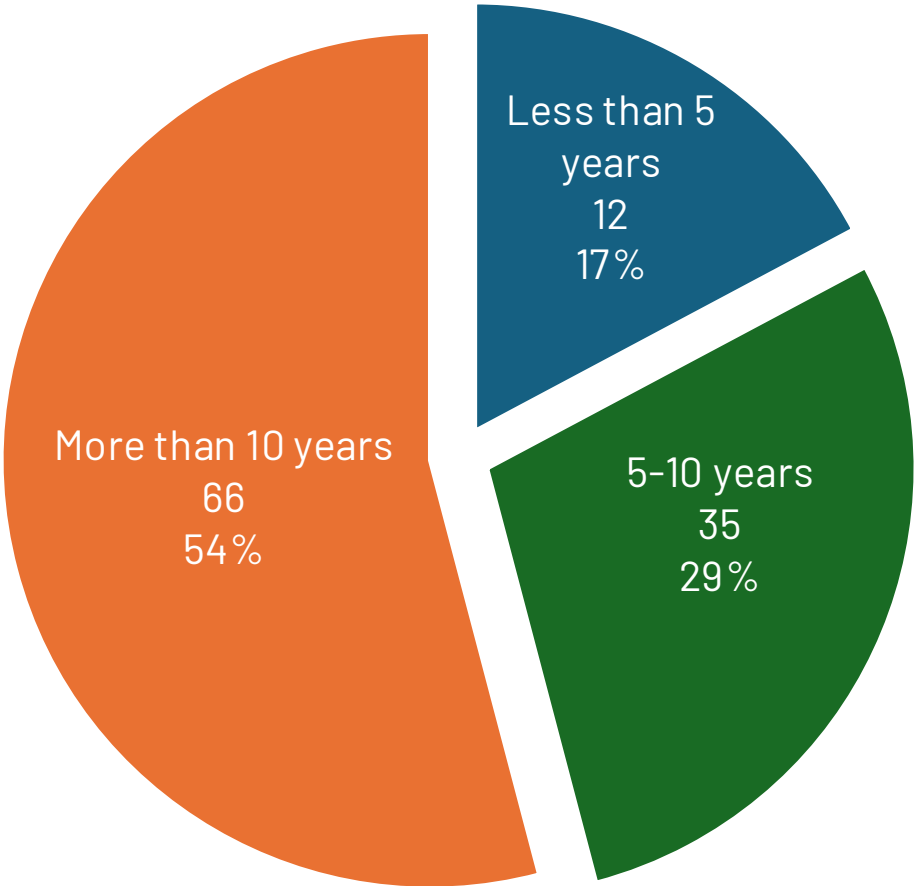
Executive Coaching

Special Interest Group

Pricing Survey

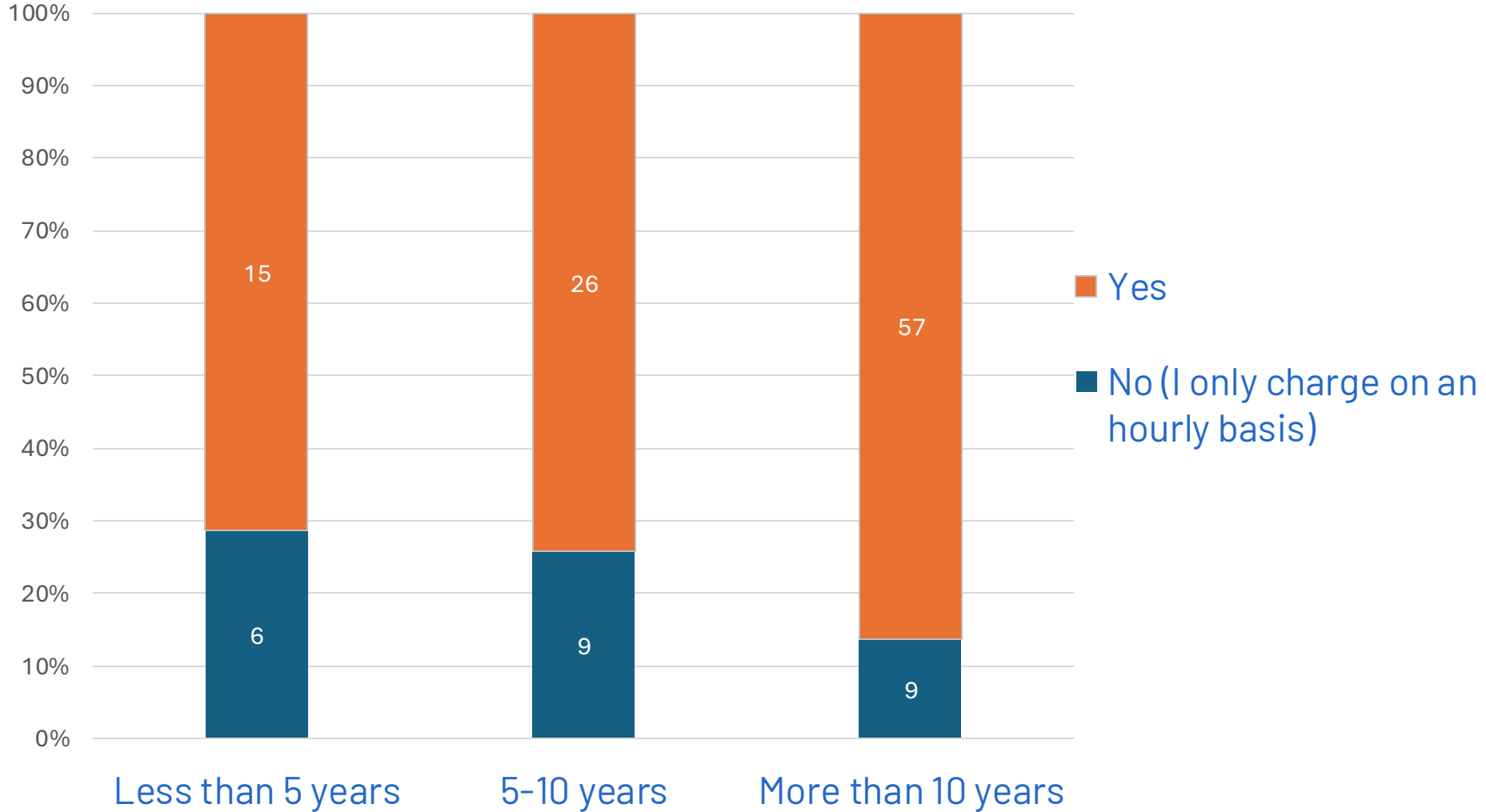
September 2024

Question: I have been coaching for:

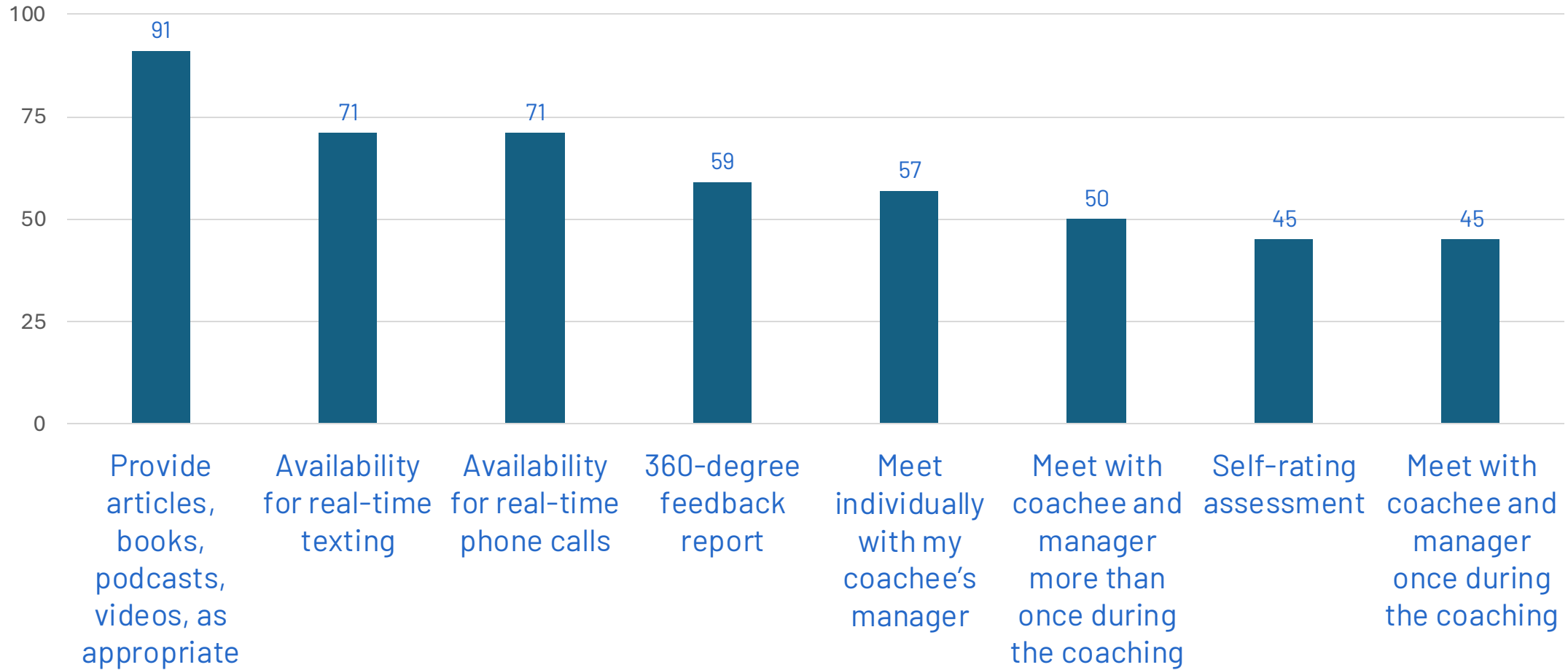


n = 122

Question: I offer my clients corporate coaching packages (services beyond just coaching hours):



Question: The following services are usually included in my standard coaching packages (select all that apply) :



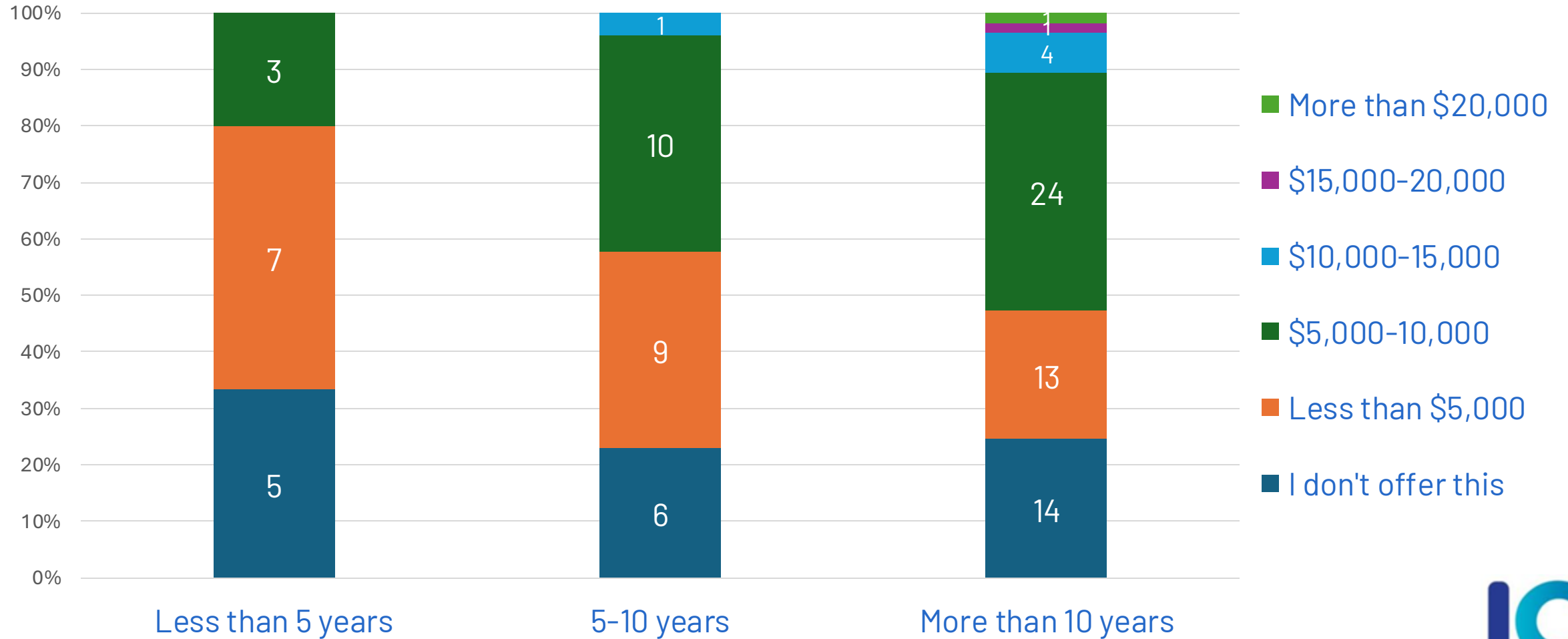
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Question: The following services are usually included in my standard coaching packages (select all that apply):

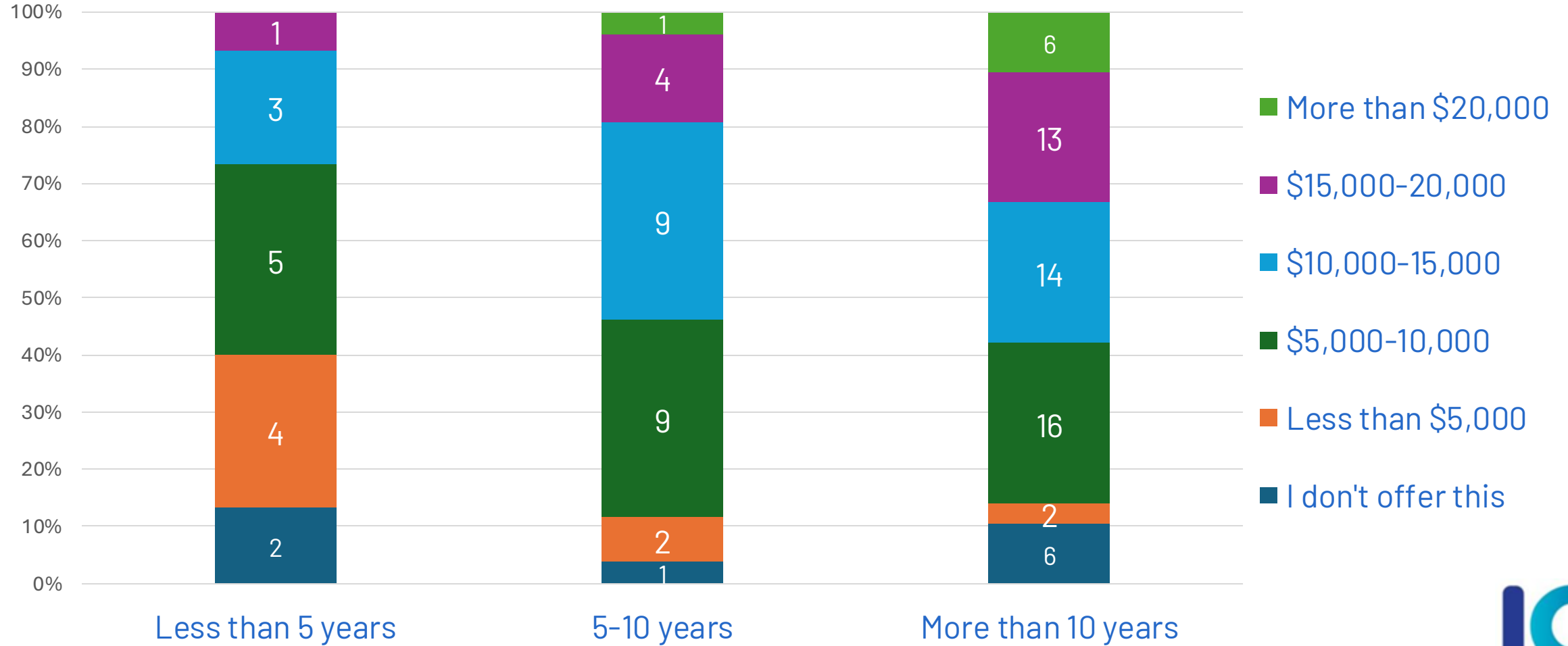
Responses to “Other”:

- I price 360 assessments separately and include one or two individual assessments with the package
- Hogan Assessment, and PQ Assessment
- DiSC Profiles; Coaching Platform Access; Coaching Cards; Coaching Framework;
- Pulse surveys, shadow coaching
- Personality style assessment, Creation of Development Plan
- Email exchanges
- other assessment, trainings, facilitation, speaking
- Peer Group Cohort
- Individual sessions w/coachee (minimum guaranteed in 6-month package)
- Option for team assessments and services
- Online platform that includes in-app messaging
- potential for role-playing
- Assessments
- Meetings with HR, and HR & Coachee's manager
- Extended first session with the coachee to set the foundation, learn more about one another, set expectations

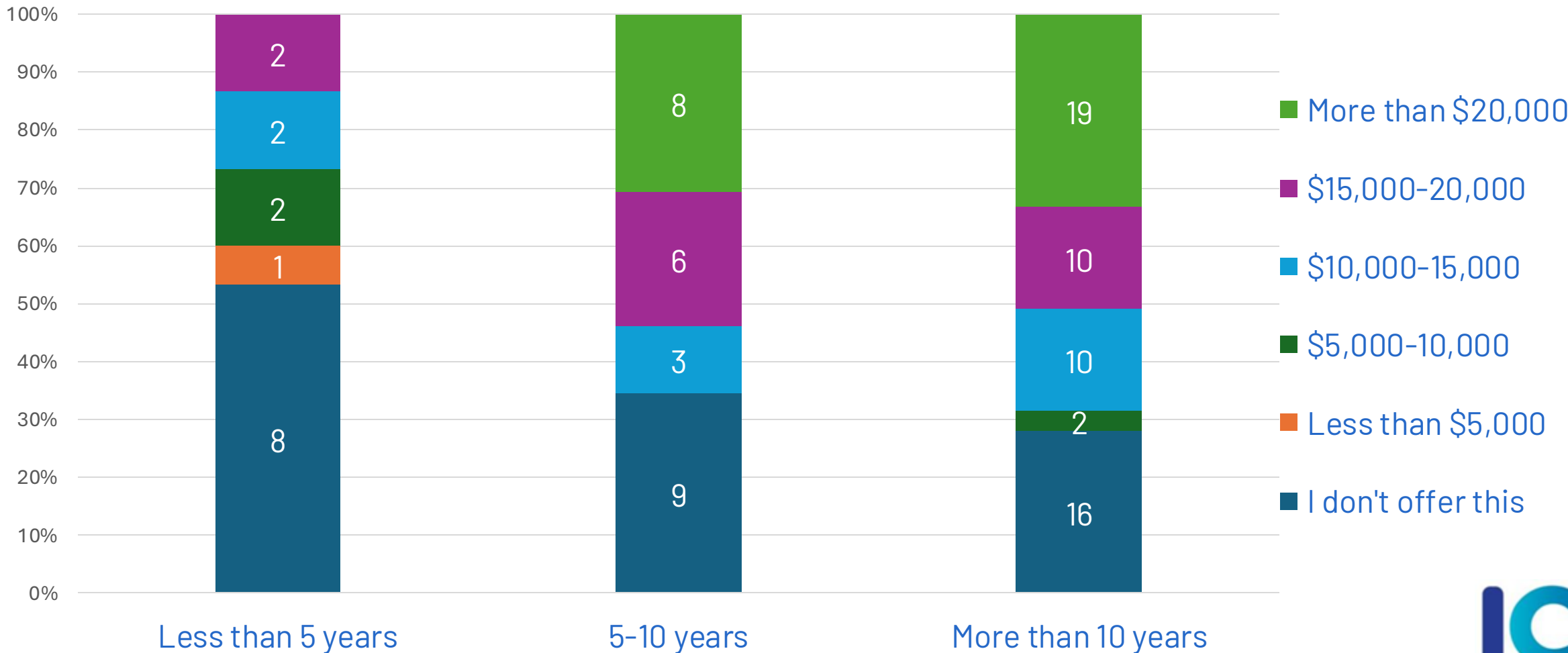
Question: For my three-month corporate coaching packages, I typically charge :



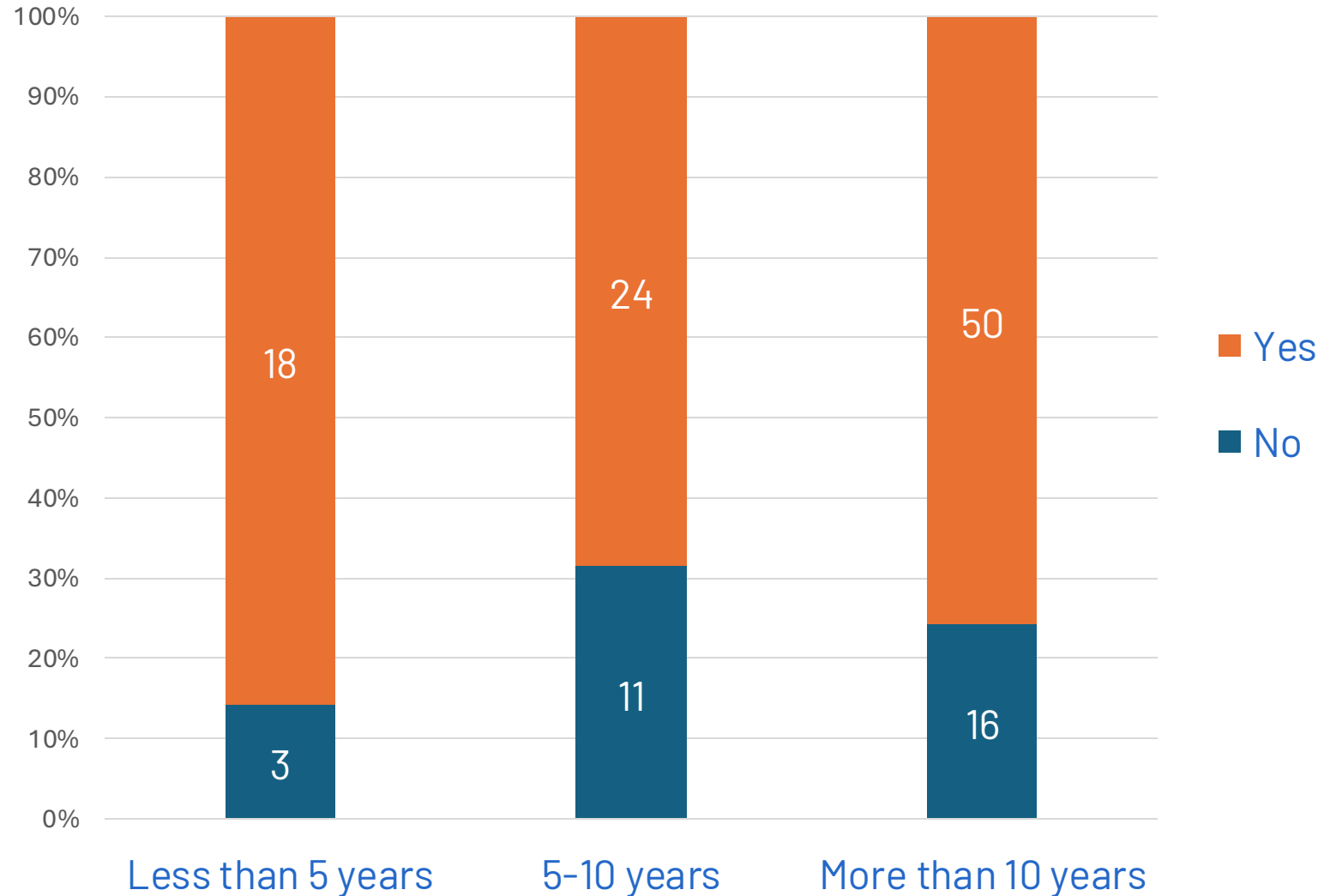
Question: For my six-month corporate coaching packages, I typically charge:



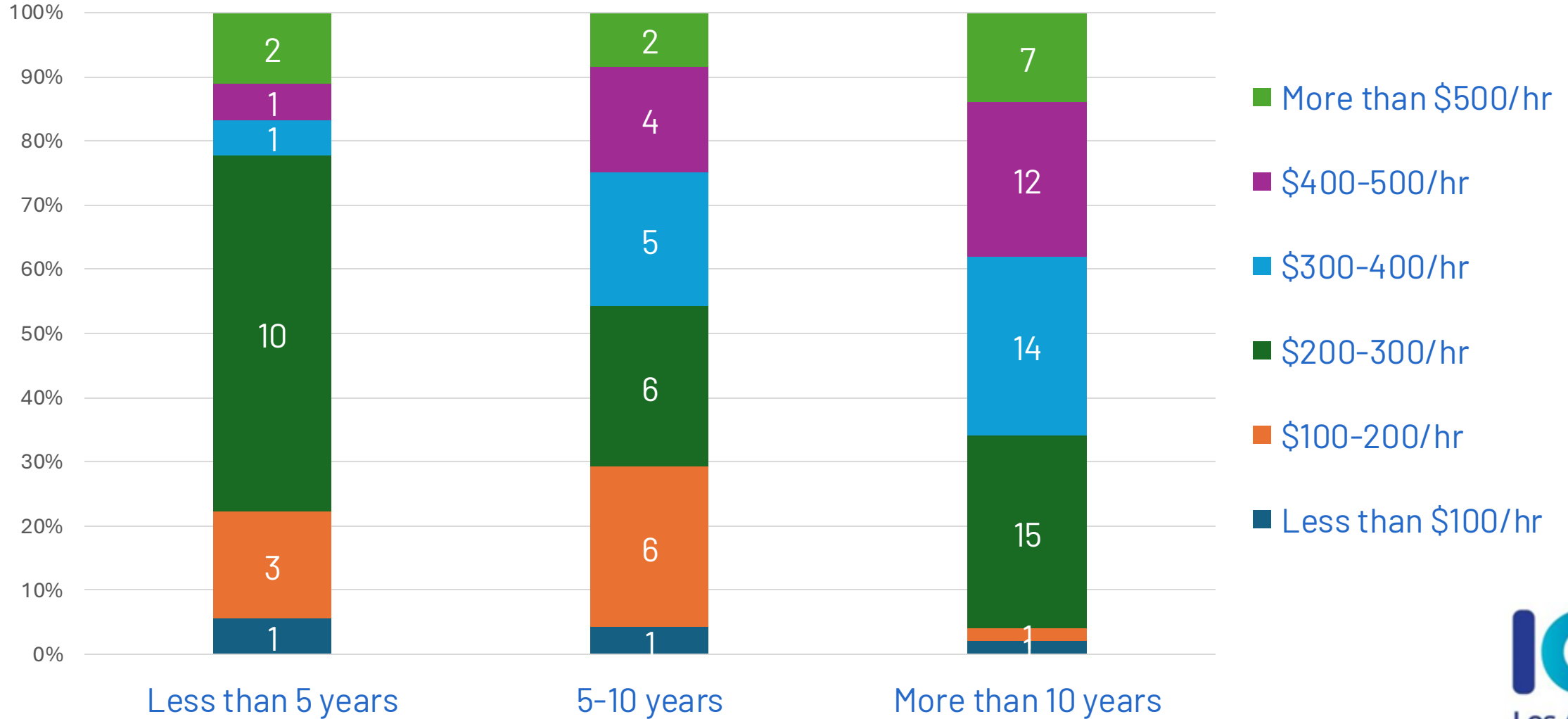
Question: For my one-year corporate coaching packages, I typically charge:



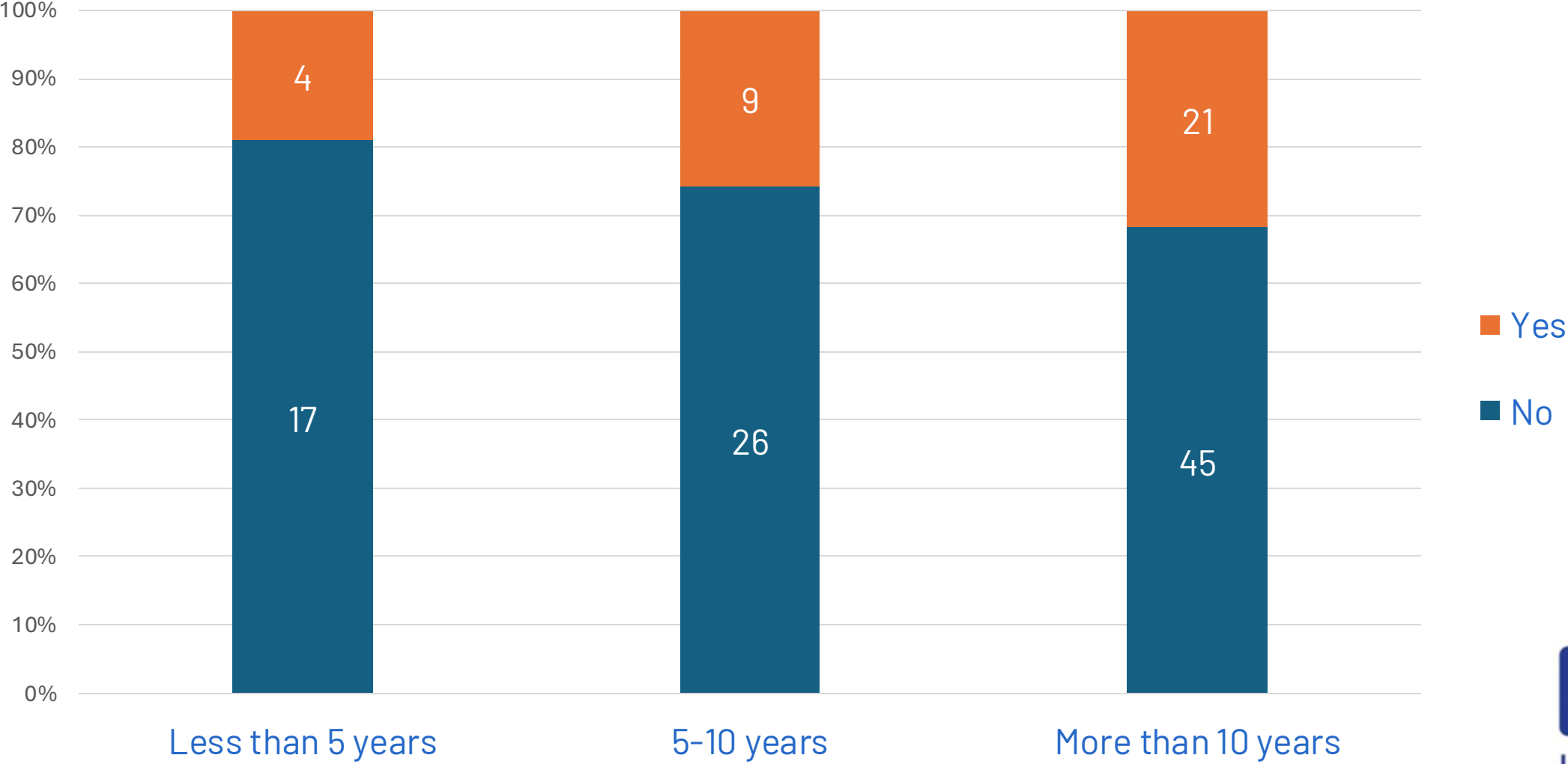
Question: I sometimes offer an hourly rate to my clients.



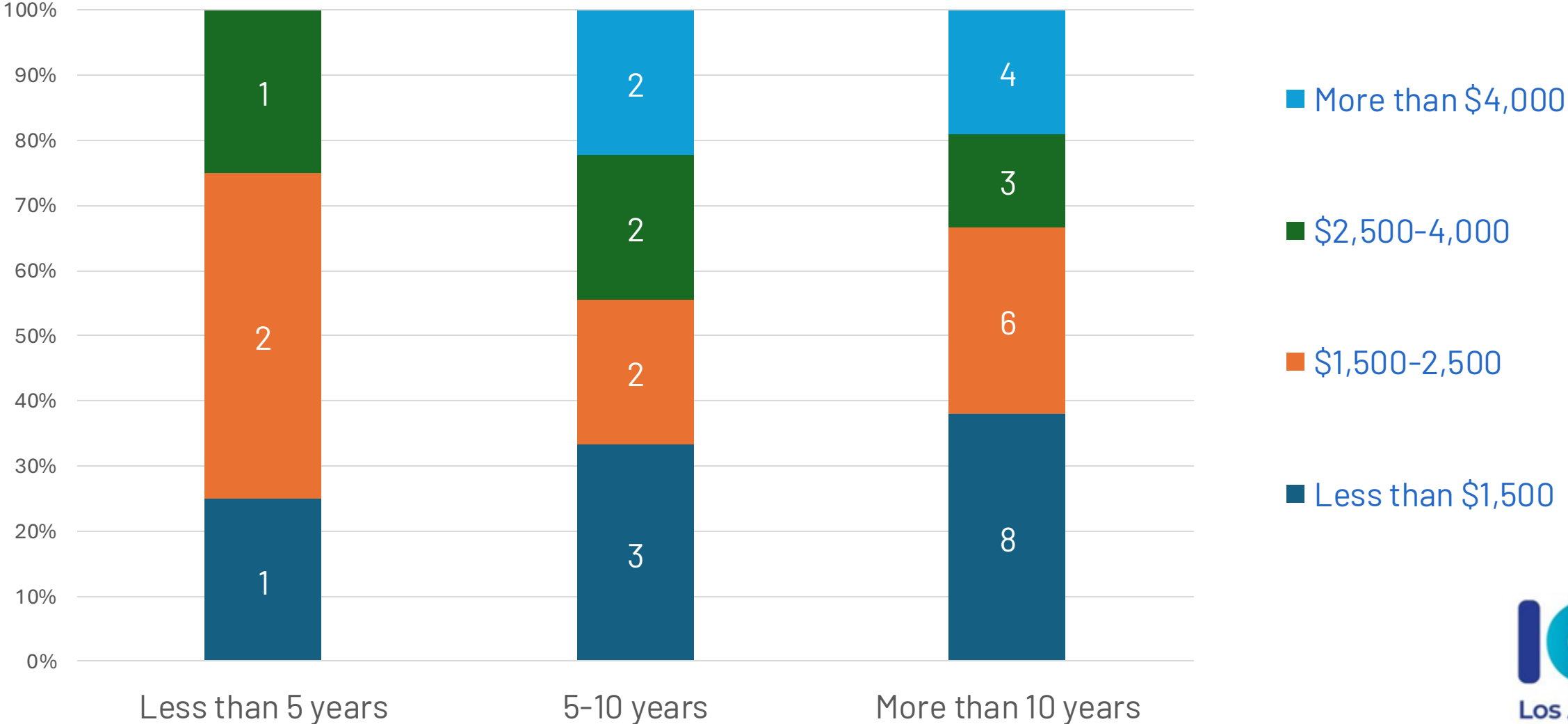
Question: The hourly rate I typically charge my clients is:



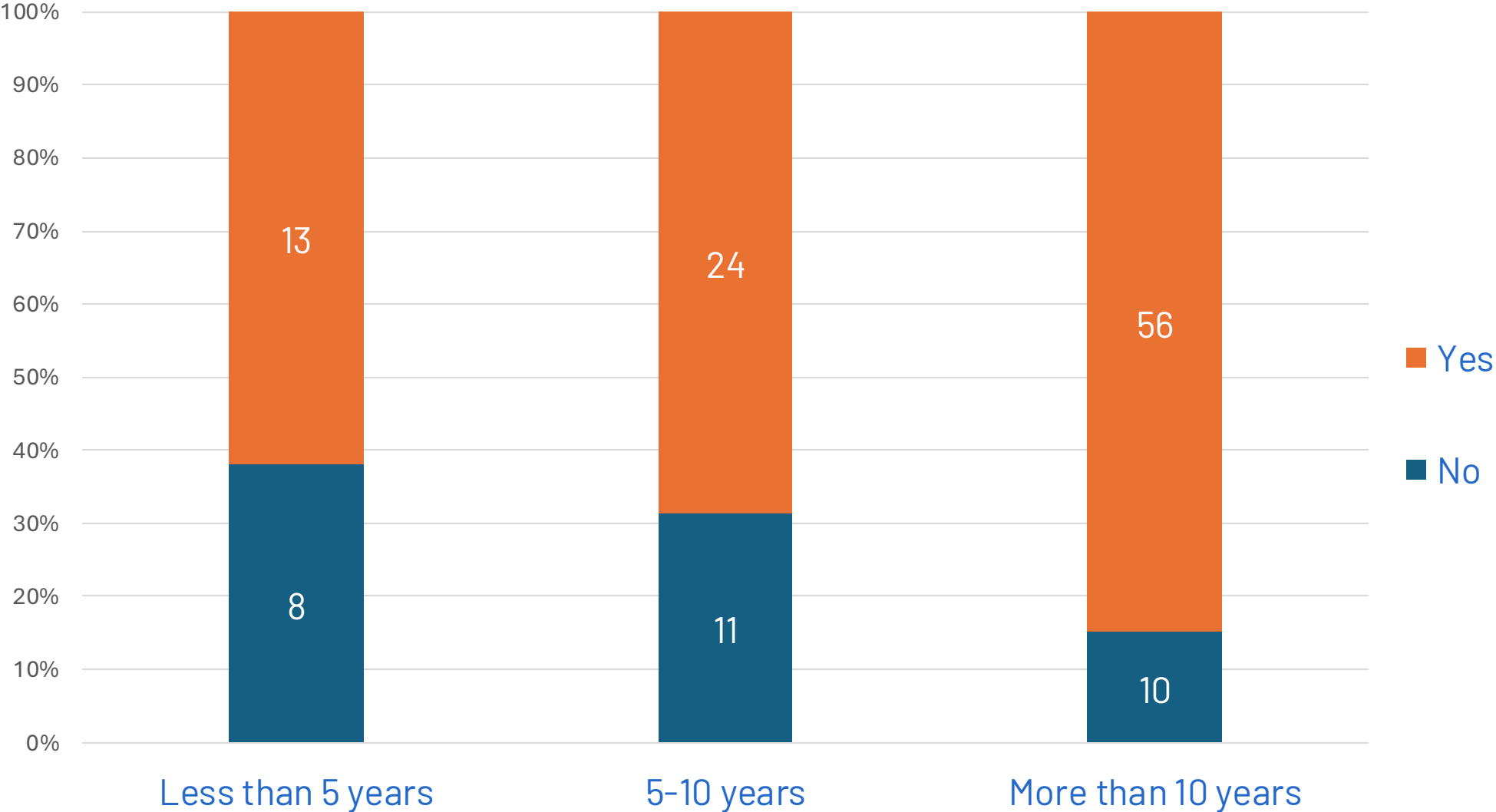
Question: Sometimes when I provide coaching, I charge my clients a monthly retainer.



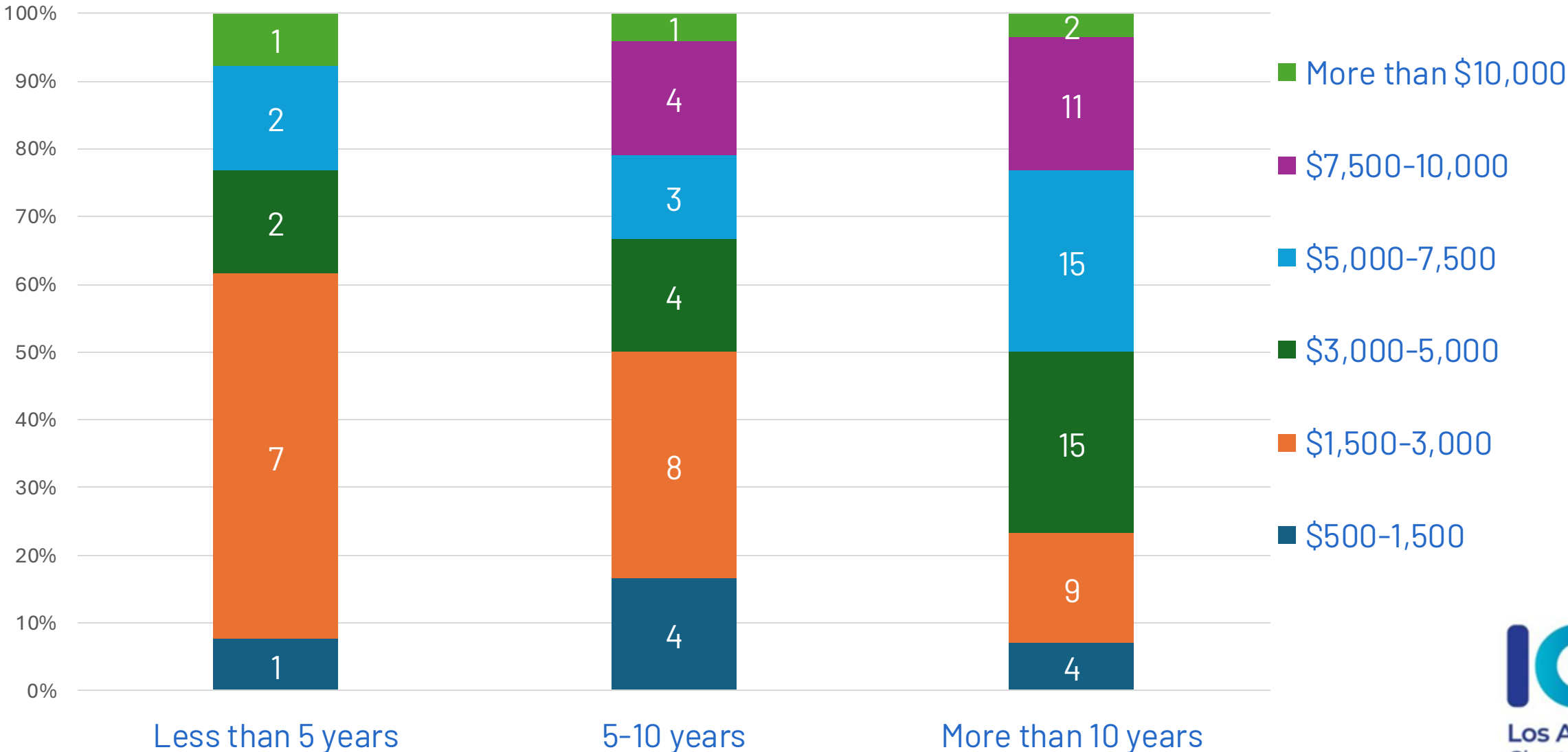
Question: My monthly retainer is most often:



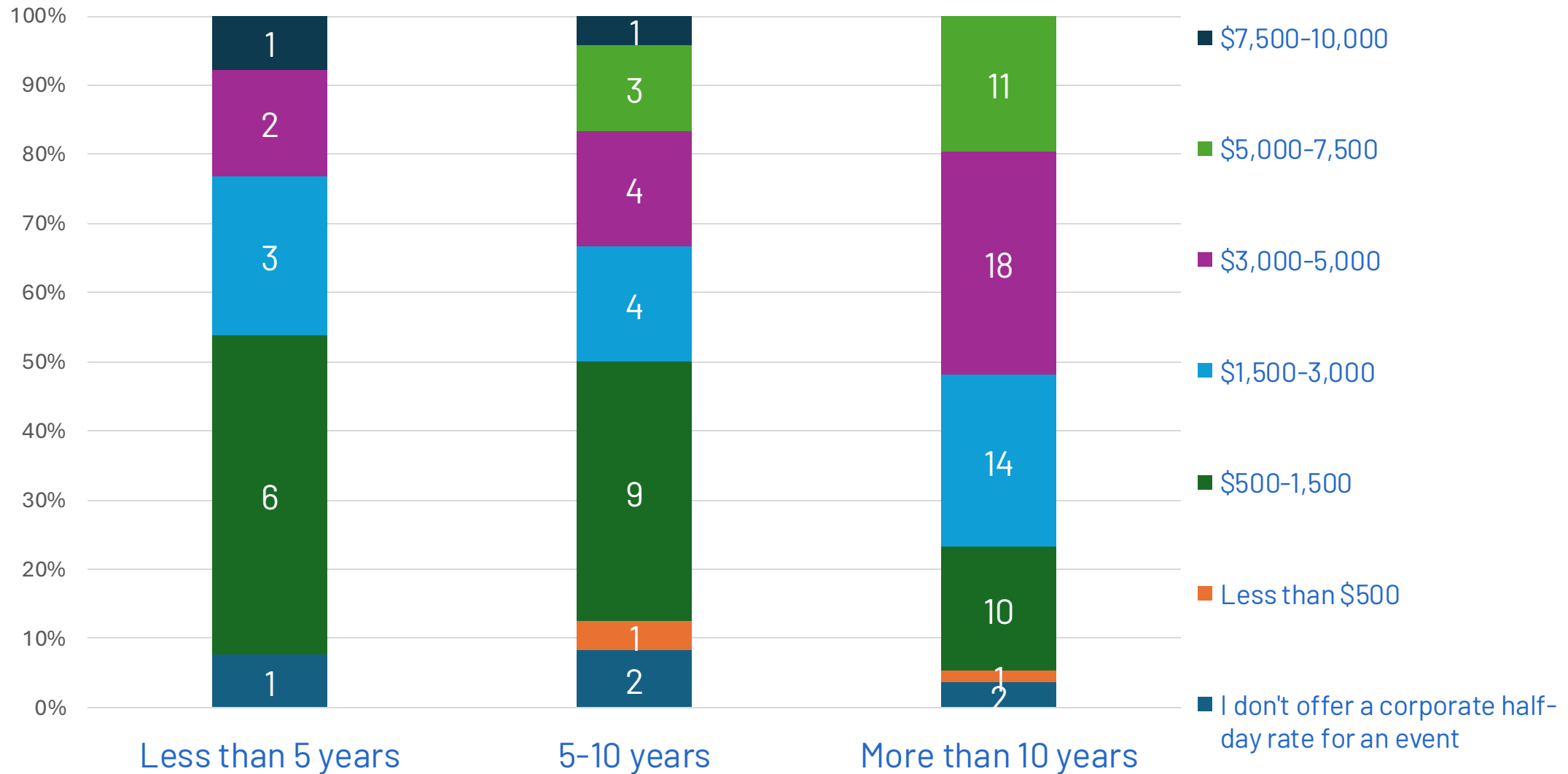
Question: In addition to coaching, I also offer “events” (trainings, facilitation, etc.).



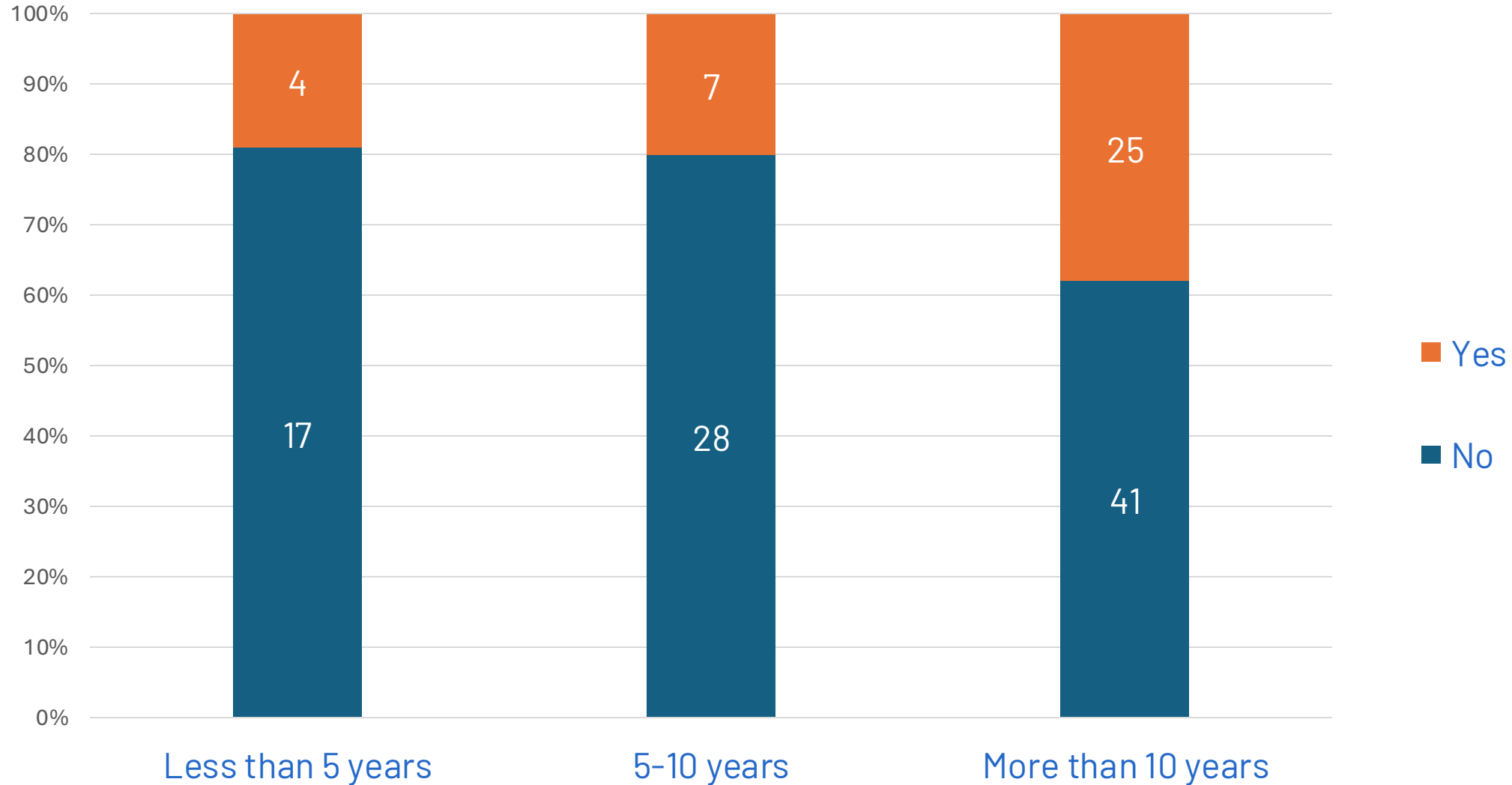
Question: My typical corporate **day rate** for an event is:



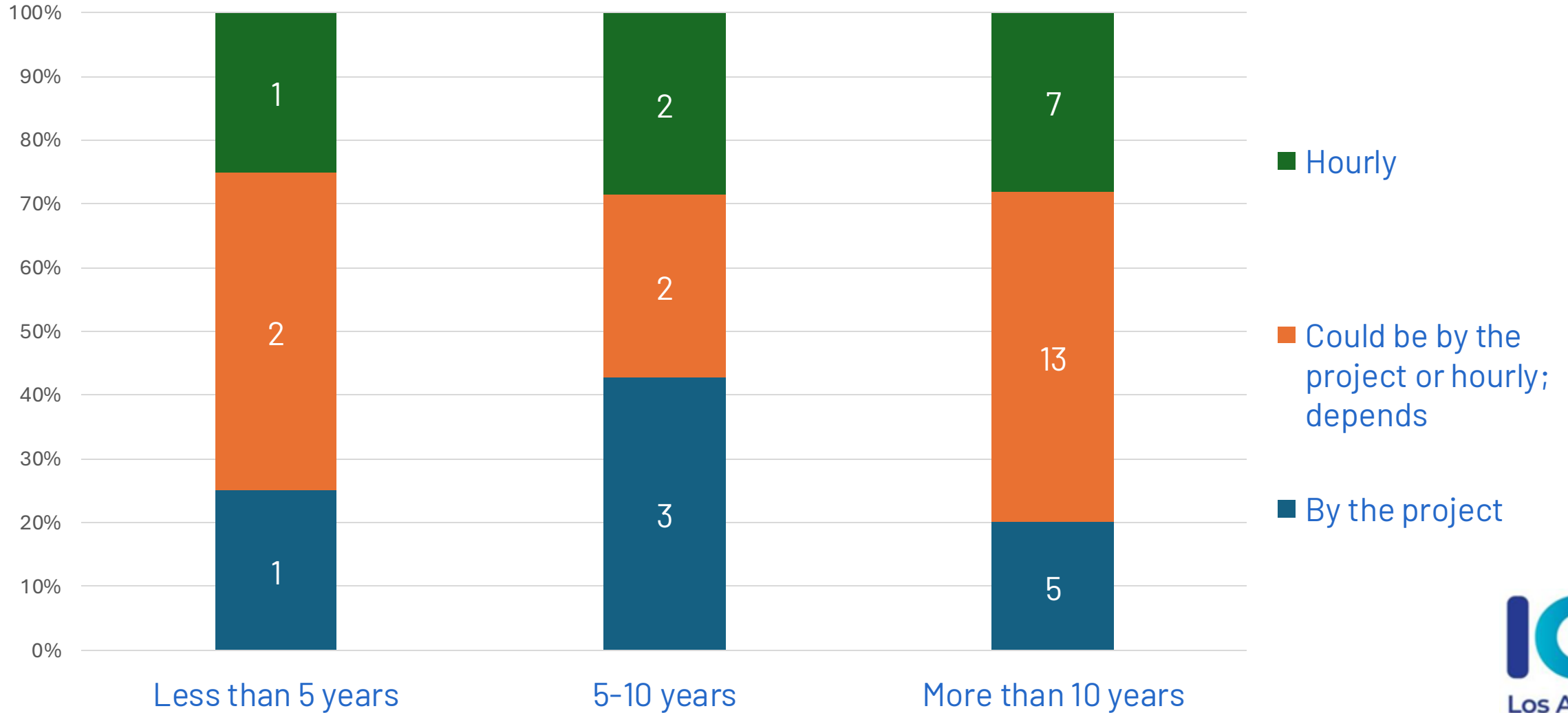
Question: When I offer a corporate **half-day rate** for an event, my typical half-day rate is:



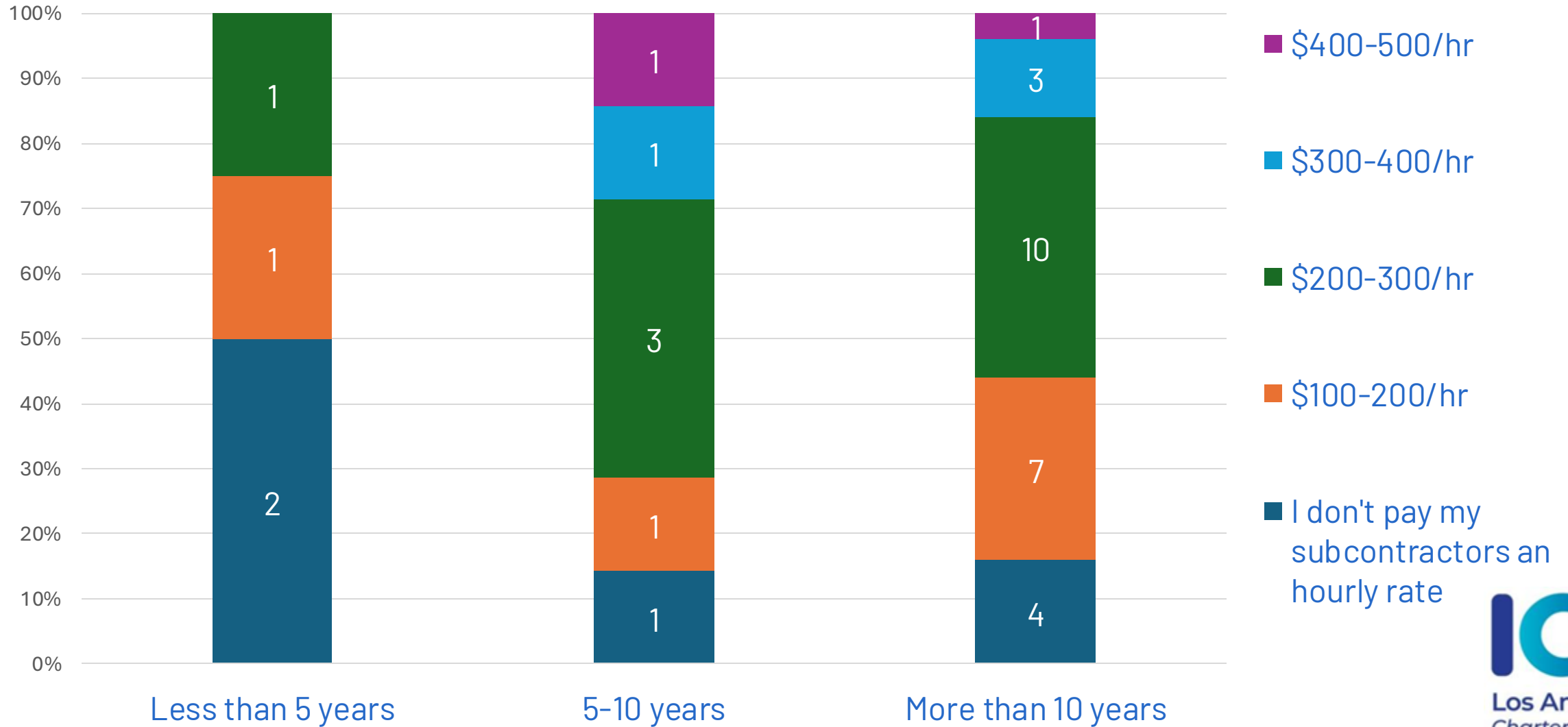
Question: I sometimes subcontract other coaches to work for me / my company.



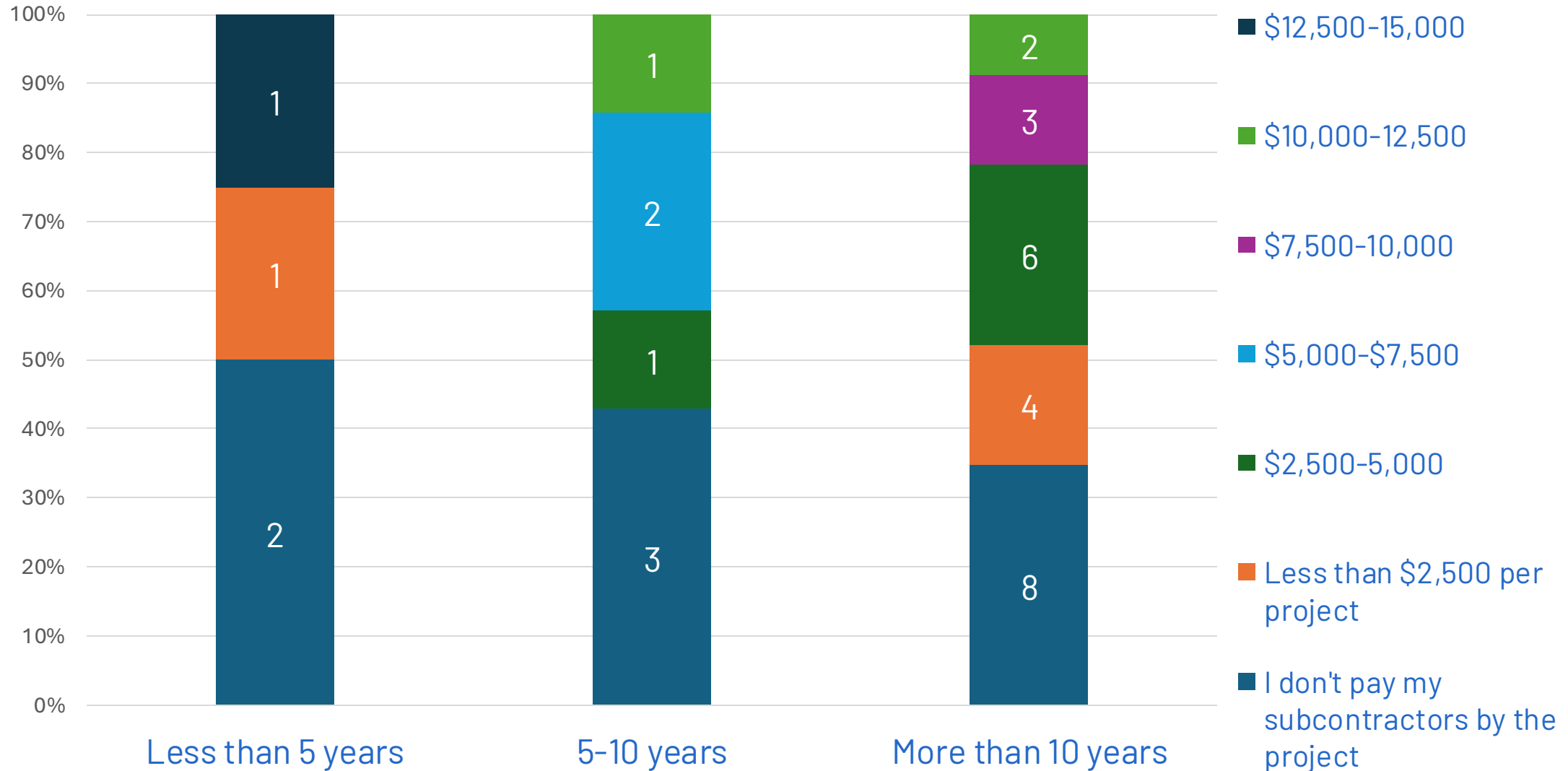
Question: On average, I pay my subcontractors:



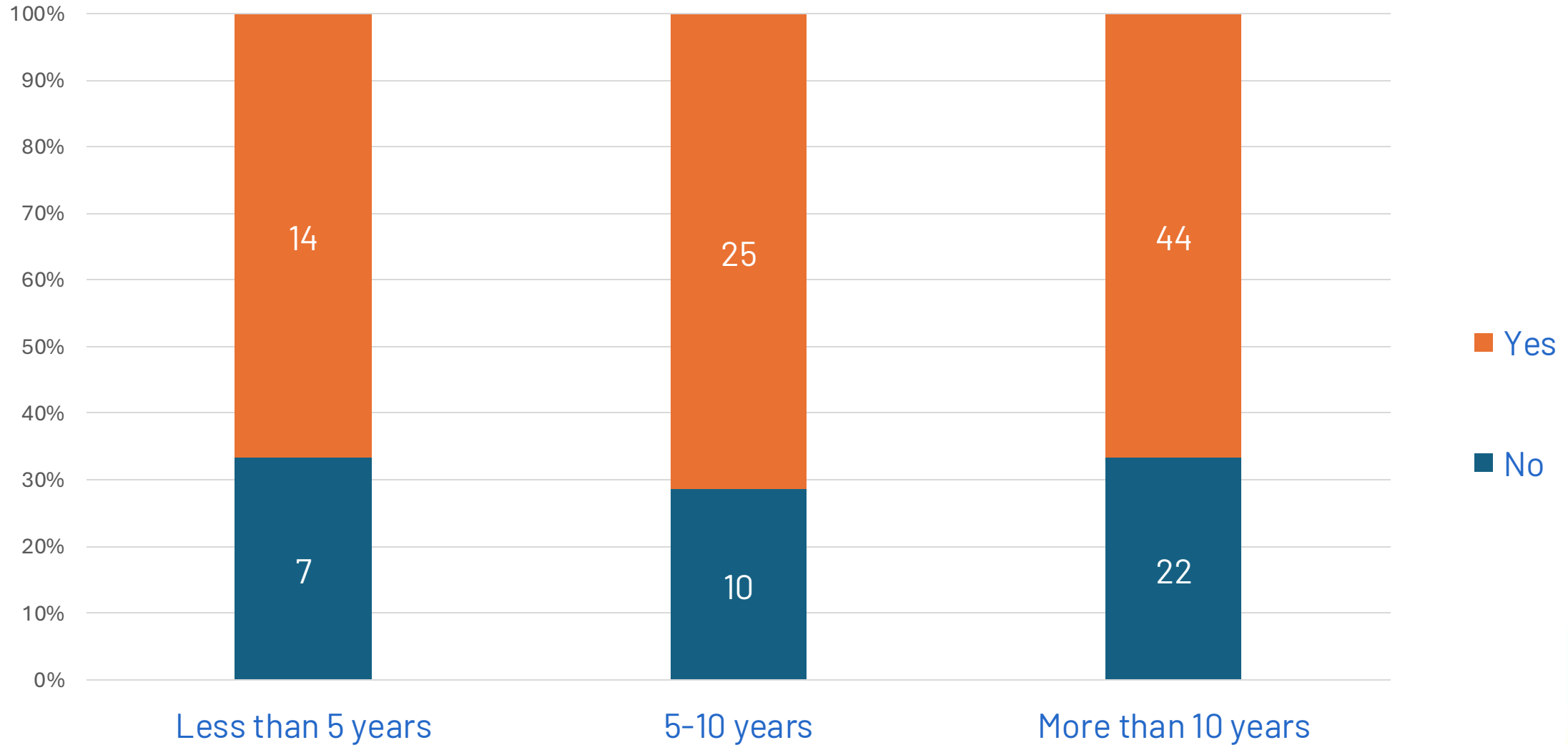
Question: When I pay my subcontractors an **hourly rate**, that rate is typically:



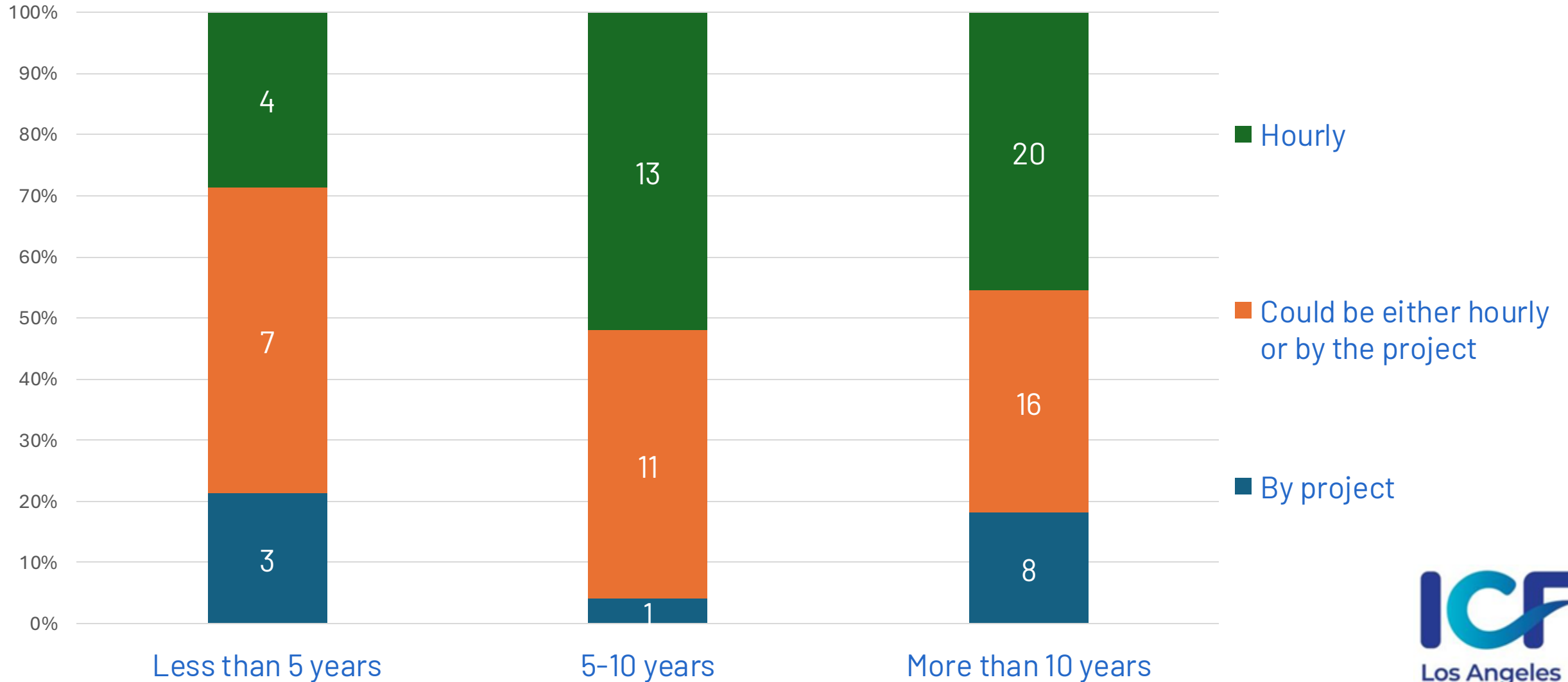
Question: When I pay my subcontractors **by the project**, I typically pay them:



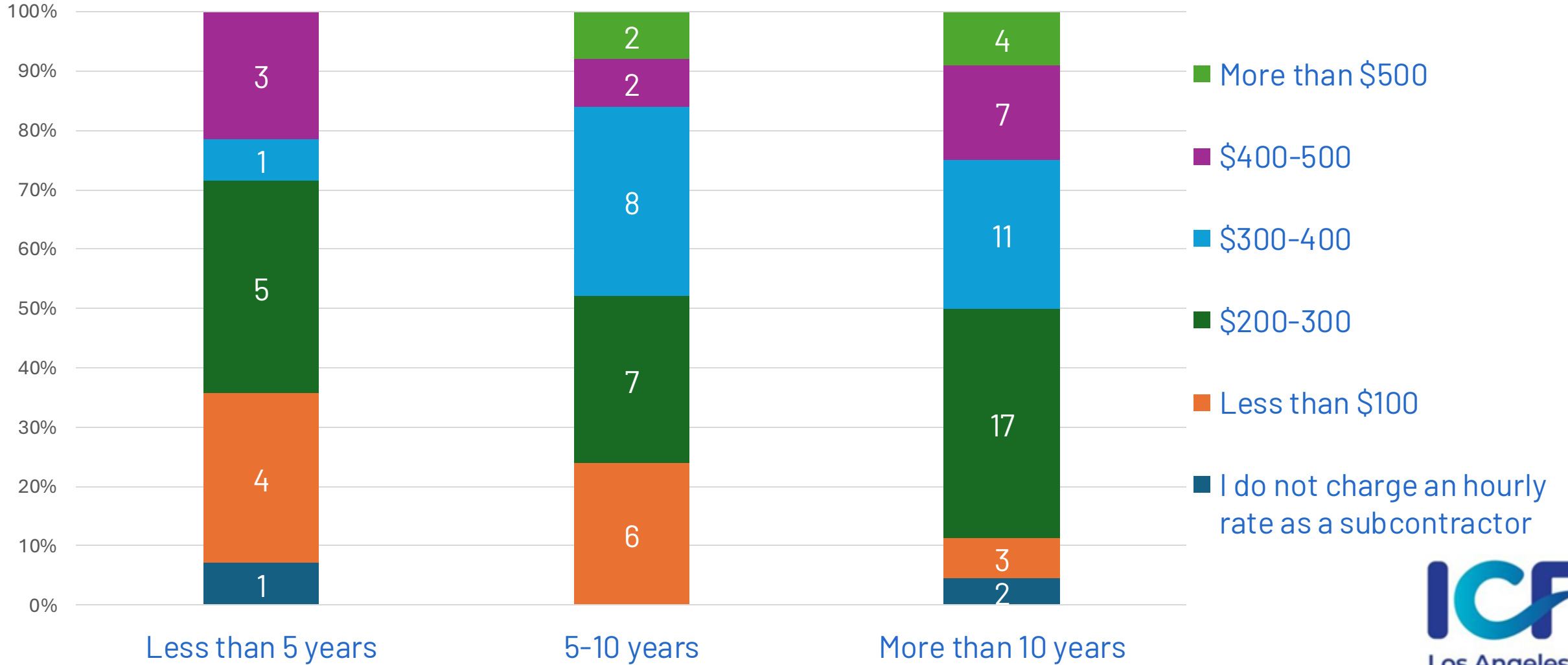
Question: I work as a subcontractor to other coaching companies.



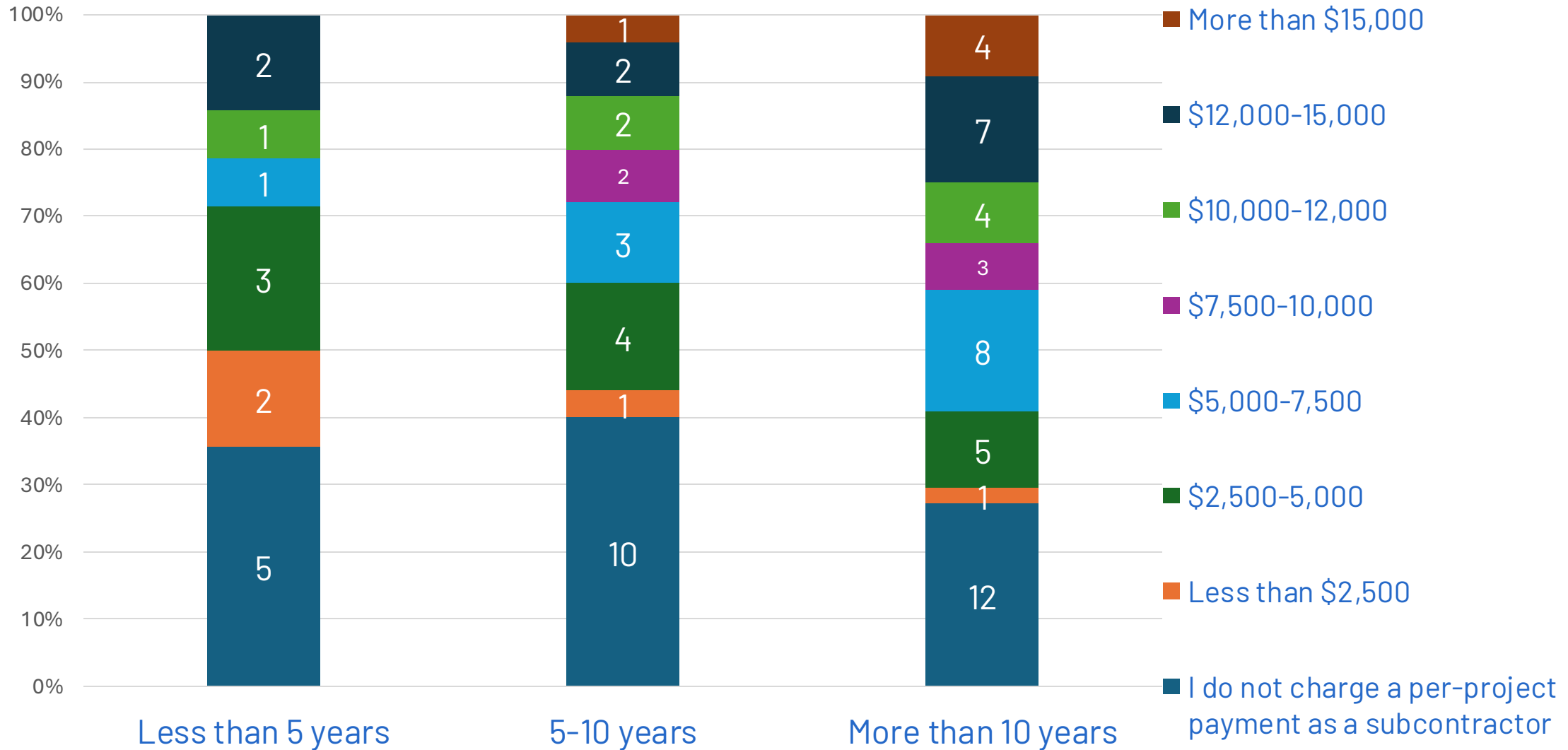
Question: When I deliver coaching as a subcontractor, I get paid:



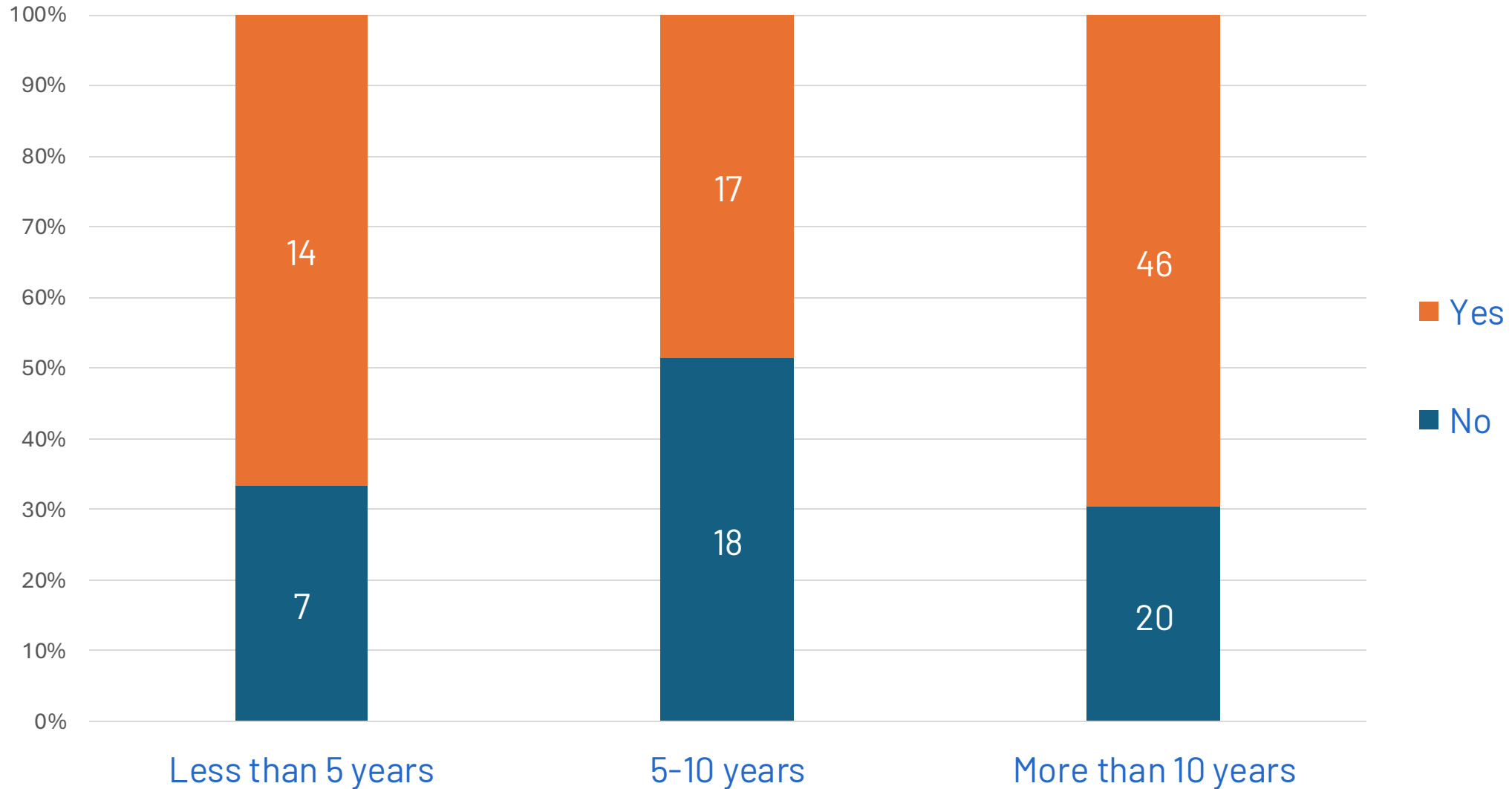
Question: As a subcontractor, the highest hourly rate I usually receive is:



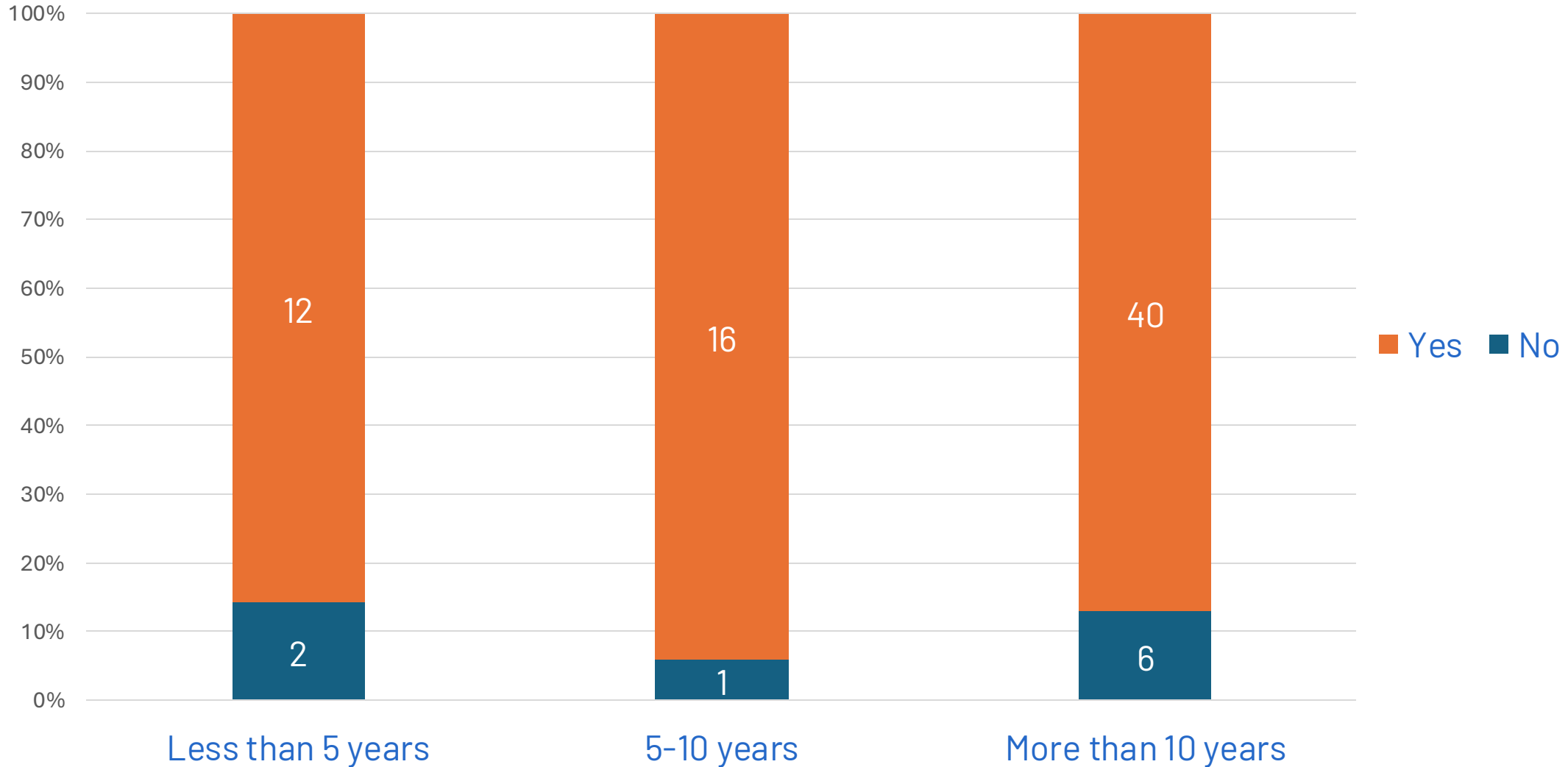
Question: As a subcontractor, the highest per-project payment I receive is typically:



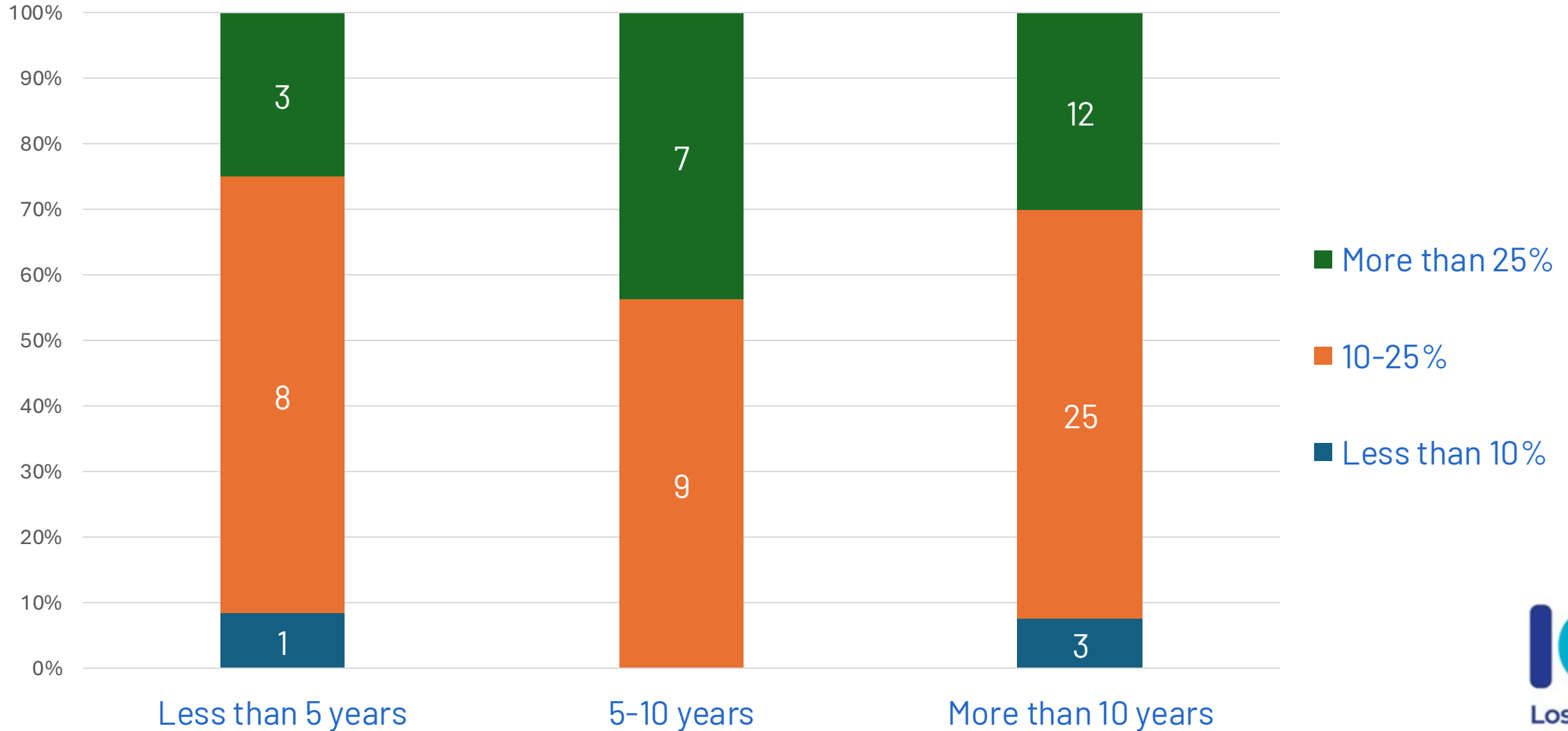
Question: I sometimes have clients that are non-profit organizations.



Question: When I provide services to non-profit organizations that are not *pro bono*, I may reduce my corporate rates.



Question: When I reduce my rates for non-profit clients, I typically reduce them by:



Question: What other insights would you like to share about your pricing strategy? (page 1)

I really appreciate this conversation as pricing and rates is a tough subject for 'solopreneurs' to navigate. And it's difficult (as evidenced by the questions in the survey) because the ranges can be big and the variables broad so as to make conclusions and generalizations difficult. It seems to always require discussion and nuance to draw the learning out.

different pricing for different level in the organization

over deliver always!

I offer coaching on demand as part of the fee, no additional \$ charged for hours above the norm.

My pricing strategy factors an hourly rate and markup inclusive of the components that make up the package offering and is calculated via a tool I've developed that enables me to price in the moment and factor in different variables and options. I sell for volume at the moment

Just figuring it out as I go along :)

basing it on what I feel the non-profit community I serve will pay - market rate

"Price increase depending on Coachee level"

Pricing my services and requesting payment are the most difficult parts of running my coaching practice!

I most often do pricing per coachee for an organization, so they can scale up or down with ease.

There's problems with your questions/answers! There are more answers than only the ones you put on there!! You are going to get inaccurate, skewed results.

Coaching aggregators are devilish, and I wish I could leave mine. I like the variety of clients, but Boon does not pay enough.

I try to be flexible in pricing depending on who is paying - if the client pays, I offer a discount. Some clients pay \$10K per month so I can offer a \$1,000 discount to others

I have found that pricing can vary substantially based on the industry and it's important to find other trusted advisors serving that industry and/or client, other than coaches, to give you insight into pricing standards.

the hourly rates I charge are \$349/hr for resume, cover letter editing, I also charge \$2500 for a VIP Exit Strategy Session (4 hrs max)

Question: What other insights would you like to share about your pricing strategy? (page 2)

I break my coaching packages down into 3 Phases: Prep (1 month--Hogan Assessment, 360 Feedback, and Goal setting), Coaching (6 months, 2x/month + an initial alignment meeting with Sponsor/Coachee/Coach, and a mid-point check-in), and Completion (1 session/months for 2 months, creating a "Go Forward" Plan for post-coaching, and a final alignment meeting with Sponsor/Coachee/Coach to assess completion and align on Go Forward).

Level of coachee can play a role. C-Suite rate is higher than Individual Contributor.

it is hard to get paid what you are worth especially when you are being ethical and not making rash promises

With the influx of coaching in the market and the tentativeness of the economy this year, I wonder if coaches are readjusting their pricing structure and prices based on the flux in the market.

You might want to ask if people pay their subs by a % for example I mark the sub rates by 25% to 33%

As a subcontractor, don't usually have the opportunity to negotiate rates.

I wish it wasn't such a game lol! Always try to stay true to value I provide and work with people I want to work with.

"Pricing is made up, depends on the industry, location, coach level of confidence, and coach level of experience. There are coaches charging more than you and coaches charging less than you, you just need to determine where you fit in the market.

I offer subcontractors 80% of hourly rates, so if I charge more, they get more. Project allocations with multiple coaches are divided based on their level of responsibility."

Most of my clients are nonprofit

I use a tiered pricing strategy : Corporate > manager/professional > student

I generally use a sliding scale with non-profit orgs. and a discount for new clients.

I will offer corporate discount if I get more than one client from a company. Example - \$25,000 for one client, \$20,000 each for 2 clients, \$15,000 each for 5 or more clients from the same company. I will also offer a renewal for less-\$25,000 first 6 months and \$20,000 for renewal.

I am still learning!



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Question: What other insights would you like to share about your pricing strategy? (page 3)

There is a huge range of pricing (both with direct pay clients as well as with subcontracting clients thru coaching firms) so a robust discussion will be helpful to best understand the results of this survey.

I try to be flexible and to meet the client where they are at. My personal goal is to make coaching accessible, and I strive to have a for-profit/not-for-profit balance.

For my career coaching services, I have a sliding scale for clients who are emerging talent or who are facing long term layoffs.

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I build travel time if meeting face to face and prep time into my total fees for a package. And prior to the pandemic when face-to-face coaching was preferred over video or phone coaching, I would discount my package by 10-20% for virtual sessions. Now we are in a different world, and I think I'm underpricing. Thank you for hosting this survey!

Should we have fixed Price or flexible depending on the client ability.

I build my program based on hourly time anticipated, but I do not share those details with the client. For them, I provide an overall program price and estimated time allocations that may vary once underway.

I always offer add-on options - 360 assessment, tools like EQ or DiSC - which are priced separately

ChapGPT's analysis of the themes in the comments (page1)

The comments reflect a variety of perspectives on pricing strategies and challenges within the coaching and consulting industry. Here are the key themes that emerge:

1. Pricing Strategies

Tiered Pricing: Many comments reflect the use of tiered pricing based on the client type (e.g., corporate, nonprofit, individual), coachee level (e.g., C-Suite, individual contributors), or bulk deals for multiple clients within an organization.

Sliding Scale: Several contributors use sliding scale pricing to accommodate different clients, particularly nonprofits or individuals with financial constraints.

Value-Based Pricing: Some participants emphasize pricing based on the value they deliver rather than strictly on time or services provided. This may include package deals or added services like assessments.

2. Challenges in Pricing Difficulty in Determining Rates:

Many mention that pricing is one of the most difficult aspects of running their coaching practice. Factors such as industry norms, coachee level, and even personal confidence influence rate-setting.

Market Variability: Pricing can vary widely depending on industry, client type, and even economic conditions. Some express concerns about adjusting prices in response to market fluctuations and competition.

Ethical Concerns: There's a shared concern about staying ethical while charging what they believe they're worth, especially when dealing with discounting or not over-promising.

3. Customization and Flexibility

Flexible Pricing: Flexibility is a common theme, with many practitioners adjusting their rates based on client needs or the client's ability to pay. Discounts are offered for specific client types (e.g., nonprofits, multiple clients from the same company).

Add-ons and Optional Services: Many coaches offer additional services like assessments (e.g., EQ, DiSC) as optional, add-on fees, which give clients more flexibility in the services they choose.

4. Subcontracting and Aggregators

Challenges with Subcontracting: Subcontractors often feel they have little room to negotiate rates. Some mention working with coaching aggregators that limit their earning potential.

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ChapGPT's analysis of the themes in the comments (page 2)

Revenue Sharing: Coaches who employ subcontractors often base payment on a percentage of their rates, creating a structure where subcontractors are incentivized if rates are higher.

5. Learning and Experimentation Trial and Error: Several comments reflect the ongoing process of learning how to price effectively. Many practitioners are still "figuring it out" and adjusting their strategies as they gain more experience.

Tools and Automation: Some mention developing tools or systems to help with pricing decisions on the fly, factoring in variables like time, client type, and the specific services offered.

6. Psychological and Relational Aspects of Pricing Emotional Stress in Pricing: The stress and discomfort around pricing and requesting payment is a recurring theme. Many feel that pricing can feel like a "game" and that there's pressure to balance fairness with making a living.

Client Relationships: Several contributors mention tailoring their pricing to strengthen client relationships, offering discounts or flexible terms to align with long-term partnerships or client needs.

7. Economic and Market Influence Impact of the Economy: With the economic uncertainty, some coaches are concerned about how to adjust their pricing. The influx of new coaches into the market has led to questions about whether prices should be more flexible or fixed based on market changes.

Conclusion: Overall, the comments reflect a diverse range of experiences and perspectives on the complexities of pricing in the coaching industry. Many practitioners struggle with finding the right balance between fair pricing, market competitiveness, and client needs while navigating the emotional aspects of the pricing conversation.

