

## The fourth Coaching Survey: An Asia Coaching Benchmark

India | Hong Kong (HK) | China

### A. The Context of the Survey

‘The best in the world are coached’. The business environment today is complex and the concerns are diverse and multifaceted. In the recent years, coaching has come up as an effective tool, to help professionals access their inner resources and enhance individual and organizational performance. This being a new discipline, stakeholders have few benchmarks and data that they can align their understanding with.

### B. Purpose of the Survey

- The overall purpose of the coaching survey is to establish baselines of the coaching industry in Asian markets and track its development over time to identify trends and new insights to support the advancement of this relatively new profession
- This survey collects information on coaching practice, process, outcome and demographics from both buyers (primarily corporate users) and providers (internal/external coaches) of coaching services with the aim of getting the full story from both sides
- Three coaching studies have been completed in China in 2010, 2012 and 2014 respectively. HK and India will participate in this survey for the first time.
- The survey findings from the three markets will allow for cross-country comparisons

- It is our aim to include other Asian markets in future studies

### **C. Survey Approach**

- The approach blends both qualitative and quantitative methods to reach a comprehensive and diverse pool of stakeholders
- The coaching survey will be conducted in both English and Chinese
- There will be four phases:
  1. Design/Marketing of Survey (August-October 2016)
  2. Conduct Survey (December 2016)
  3. Data analysis and survey report (January – March 2017)
  4. Sharing of results with sponsors and survey respondents (April – May 2017)

### **D. Survey Support Team**

- Volunteer coaches, members of APAC (Asia Pacific Alliance of Coaches), one of the key sponsors of the study will co -partner with academics from Shanghai Tong-Ji University in this project to ensure professionalism and quality
- The team members are as follows:
  - **Brussels/ China: Dr. Yene Assegid (Coach)**
  - **China: Mila Dorosh (Coach) VW/SAIC VW Chair in HRM at Tongji University Shanghai - Prof. Dr. Ralph Kattenbach (Academic lead)**
  - **Hong Kong: Andrea Roth (Coach); Cynthia Chan (Coach)**
  - **India: Dr. K. Anne Dolly (Coach); Uma Arora (Coach)**

### **E. The Need for Sponsors**

- Aside from the design of the survey, the critical success factor is the marketing of the survey to ensure a good sample size with a high participation rate of survey respondents

- Financial contributions are needed to cover the costs of the survey including academic support, survey marketing and tools
- We offer two types of sponsorship with different levels of engagement and benefits: Financial and/or distribution support with corresponding benefits for sponsors including publication of logos in survey relevant media (website, questionnaire, report) to recognize sponsors' support and commitment to the advancement of the coaching industry. Our sponsors will also get to share survey findings (with acknowledgement of source) once survey report is published.

	Platinum sponsor	Gold sponsor (1)		Silver sponsor (1)		Bronze sponsor (1)	
Benefits for sponsors							
Logo size according to sponsorship	biggest	2nd biggest		3rd biggest		smallest	
* on website	x	x		x		x	
* in report	x	x		x			
* in questionnaire / survey monkey	x	x		x		x	
Advertisement at the end of report	1 page	1/2 page					
Personal presentation of results	x	x					
<b>Commitments of sponsors</b>		A	A	A	B	A	B
Financial support in US\$	2000	1000	500	500		500	
Database access via sponsor in all 3 markets (China, Hong Kong, India)	x		x		x		
Database access via sponsor in one or two markets		x		x			x
Financial support in INR	140,000	70000	35000	35000		35000	
(1): There are two ways to become a gold/ silver/ bronze sponsor, either option A or B.							

Should you be interested in becoming a sponsor, please get in touch with one of the survey team members.

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Thank you for your interest.