

About: Our Franchise

The typical **ActionCOACH** franchisee is 42 years old when he or she joins the company, and average more than 20 years of experience in sales, marketing, management or business ownership.

Many have worked for Fortune 100 Companies, more than 45% have university degrees and more than 40% have an advanced degree (Masters, MBA or Doctorate).

The top previous occupations for an **ActionCOACH** include Operations (19%); Sales (19%); Marketing (8%); IT (8%) and Business Owner (14%).

Each working day, someone in the world joins **ActionCOACH** as a Business Coach, driving a company growth rate of more than 20% per year.

The growth of business coaching as an industry has been the focus of a number of news articles around the world:

'Coaching is the second-fastest growing profession in the world, rivaled only by information technology.'

– Ray Williams, National Post, April 2007

'A recent study estimates that 40,000 people in the U.S. work as coaches (work or life) and the \$2.4 billion market is growing at a fast-paced 18% per year'

– MarketData Report, 2007

'Annual spending on executive coaching in the United States is estimated at \$1 billion.'

– Harvard Business Review, December 2006

'Use of coaching is widespread in UK organisations, with almost nine in ten respondents reporting that they now use coaching in their organisation (88%).'

– University of Bristol Newsletter, 2005

'The Australian Institute of Management says 70% of its member companies hire coaches.'

– Inside Business Channel 2, July 2006

'The Executive and Business coaching industry is growing by about 40% a year.'

– The Economist, December 2006.

COACHING. NOT JUST FOR SPORTS.