

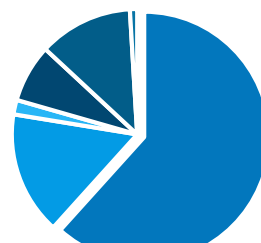
# COACHING IN PORTUGAL: WHERE ARE WE GOING?

## HOW: DEMOGRAPHICS

AGE	Minimum	Maximum	Mean	Count
	24.00	62.00	42.14	107

GENDER	%	Count
Female	61.68%	66
Male	38.32%	41

## REGIONS



- Grande Lisboa
- Grande Porto
- Algarve
- Zona Norte (exceto grande Porto)
- Zona Centro e Sul (exceto grande Lisboa)
- Arquipelagos Madeira /Açores

## WHAT: THE COACH

OTHER ACTIVITY BESIDE COACHING	%
Teaching /Training	29.55%
Consulting	19.55%
Management	11.36%
Other	10.45%
Communication	7.73%
Human Resources	7.27%
Psychology	6.36%
Health and Wellness	5.91%
Sports	1.82%
Politics	0.00%

TRAINING	%
Coaching certification	44.08%
Professional experience related with coaching	28.44%
Training where coaching was included	17.54%
Other	7.58%
No training at all	2.37%

EXPERIENCE	%
<2 years	27.10%
2- 5 years	28.97%
5-10 years	28.97%
10-15 years	7.48%
> 15 years	4.67%
No longer a coach	2.80%

## WHAT: THE COACHEE

POSITION / PROFESSION	%
Team Managers and Middle Management	25.93%
Executives / Directors /Top Management	21.30%
Company owners /Entrepreneurs	19.44%
Other	11.11%
First level employees	10.19%
Students	8.33%
Unemployed	3.70%

COMPETENCES FOR DEVELOPMENT	%
Leadership & Decision	25.00%
Organization & Execution	18.59%
Entrepreneurship & Result Focus	17.95%
Adaptation & Progression	12.18%
Integration and Presentation	10.58%
Support & Cooperation	8.01%
Analysis & Interpretation	5.45%
Creation and Conceptualization	2.24%

TYPE OF SERVICE PROVIDED	%
Leadership Coaching	17.57%
Career Coaching	16.22%
Organizational Coaching	15.88%
Performance Coaching	14.19%
Other	10.14%
Educational Coaching	9.12%
Health & Wellness	8.11%
Parental Coaching	5.07%
Sports Coaching	3.72%

## WHAT: COACHING CONSEQUENCES

CONSEQUENCES	MORE THAN 50%	RANK
Greater optimism /hope	95%	1
Greater Self-Awareness	92%	2
Greater focus on career goals	90%	3
Increased motivation at work	88%	4
Greater resilience	87%	5
Performance Improvement	86%	6
Greater satisfaction with work	85%	7
Greater Self-efficacy	85%	8
Greater effectiveness in dealing with change	81%	9
Greater commitment to the company	81%	10
Improving leadership skills	78%	11

## WHAT:THE COACHING PROCESS

THE MEANS USED	%
Exclusively face to face	21.50%
Mainly face to face with some asynchronous follow up	14.02%
Mainly face to face with some synchronous follow up	40.19%
Mainly asynchronous	0.00%
Mainly synchronous	6.54%
A mix of all means	17.76%

USAGE OF TECHNIQUES	%
Usage of techniques in the diagnostic phase	83.18%
Usage of techniques in the development phase	66.36%
Usage of techniques in the final phase	57.01%

## WHAT:THE FUTURE OF COACHING

TREND	%
Moderate growth	56.07%
High growth	28.04%
Stable	12.15%
Moderate decrease	3.74%
High decrease	0.00%

BARRIERS	%
Lack of knowledge about coaching / confusion with other practices	34.46%
Cost / High Budget	15.73%
Cultural issue	15.36%
Lack of credibility	11.24%
Time consuming (labor)	8.99%
Lack of business focus	4.87%
Other	4.49%
Poorly proven efficacy	2.62%
Low cost / benefit ratio	1.12%
I do not think there are any barriers	1.12%