



ActionCOACH started in Australia in 1993, and began franchising its business coaching system in 1997.

Since then, **ActionCOACH** has grown to become the number one business coaching franchise in the world.

In terms of its Business Coaches, typical **ActionCOACH** franchisee is 42 years old when he or she joins the company, and averages more than 20 years of experience in sales, marketing, management or business ownership.

Many **ActionCOACH** Business Coaches 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

'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

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

– Harvard Business Review

'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

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

– Inside Business Channel 2

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

– The Economist



Business coaching is one of the fastest growing industries in the world.

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