

Who's Who In Coaching:
Who Shaped It, Who's Shaping It

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ICF Research Symposium

Doctoral Study Intent

Provide an accurate recording of the emergence of the coaching field:

- **Recognize the influence of related professions**
- **Value the contributions of pioneers**
- **Include divergent perspectives**

This is a collaborative effort for the benefit of coaching.

Research Approach

Literature search (2005-2006)

- *Internet*
- *Books*
- *Periodicals, newsletters, etc*

Survey (4th quarter 2005)

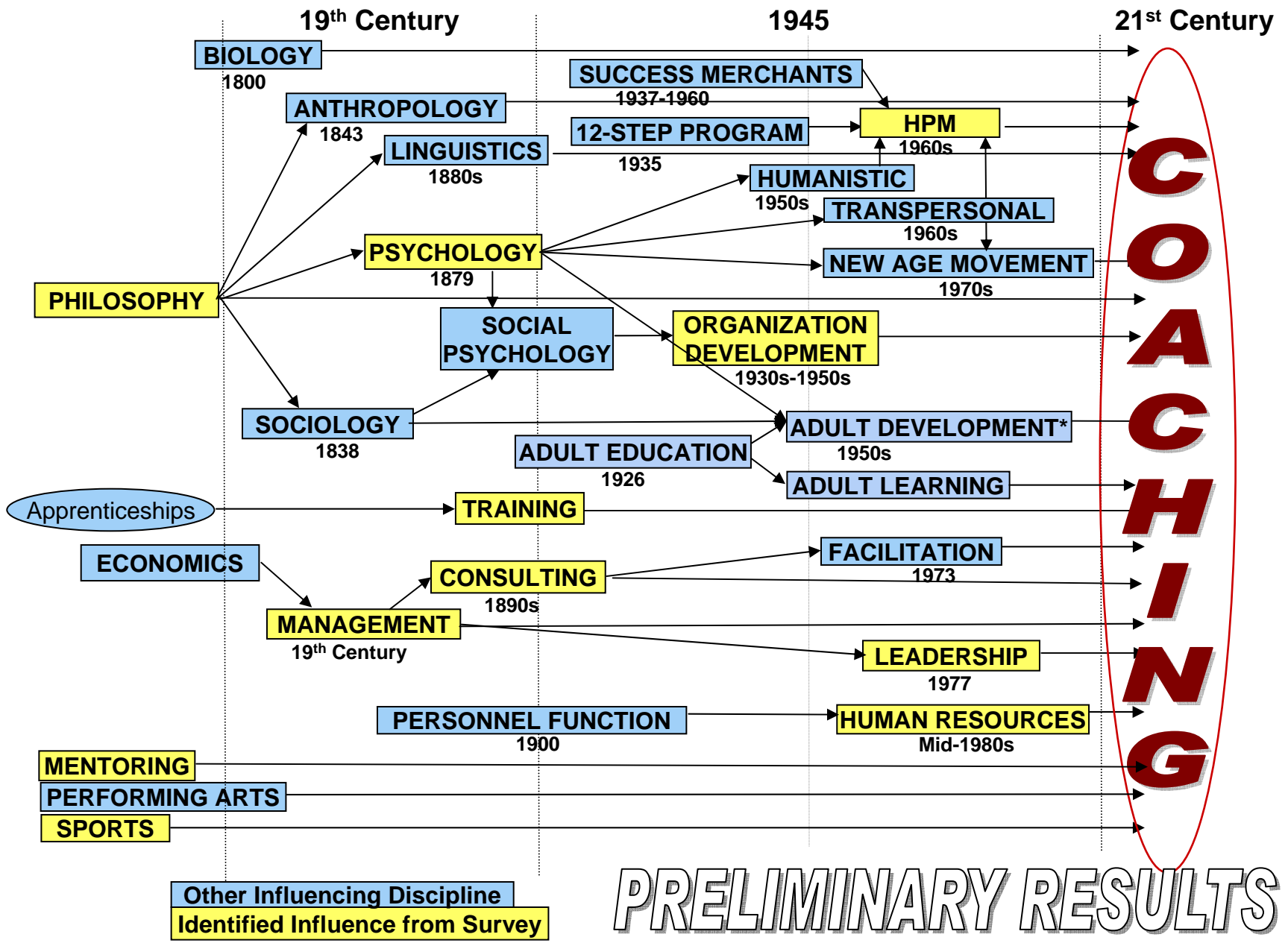
- *1310 respondents*

Interviews (2006)

- *Over 150 people*

Content

- Related Professions Influence
- Early Coaching Timeline
- Key Influencer Relationships
- Professional Coaching Associations
- Geographical Timeline



PERSONAL COACHING INFLUENCES					
1930s •Dale Carnegie •Napoleon Hill	1950s •Earl Nightingale •Norman Vincent Peale	•Maxwell Maltz “Cybernetics” •Jose Silva “Silva Mind Control” •Thomas Harris “I’m OK, You’re OK”	Large Group Awareness Training (LGAT)	est	Landmark Forum
Alcoholics Anonymous (AA)	•L. Ron Hubbard “Scientology” •Transcendental Meditation	Personal Dev. Training •Mind Dynamics	• Leadership Dynamics • LifeSpring • etc.		Self-help industry includes 12-step programs
		Esalen founded - explore “Human Potential”			
BUSINESS COACHING INFLUENCES					
					APA Executive Coaching
		The Managerial Grid book	Beckhard OD Leader-Coach relationship		PDI offers Exec. Coaching
			Performance Coaching for Managers book		Inner Game LTD
					CCL consultant-coach leadership work
					Linkage Inc

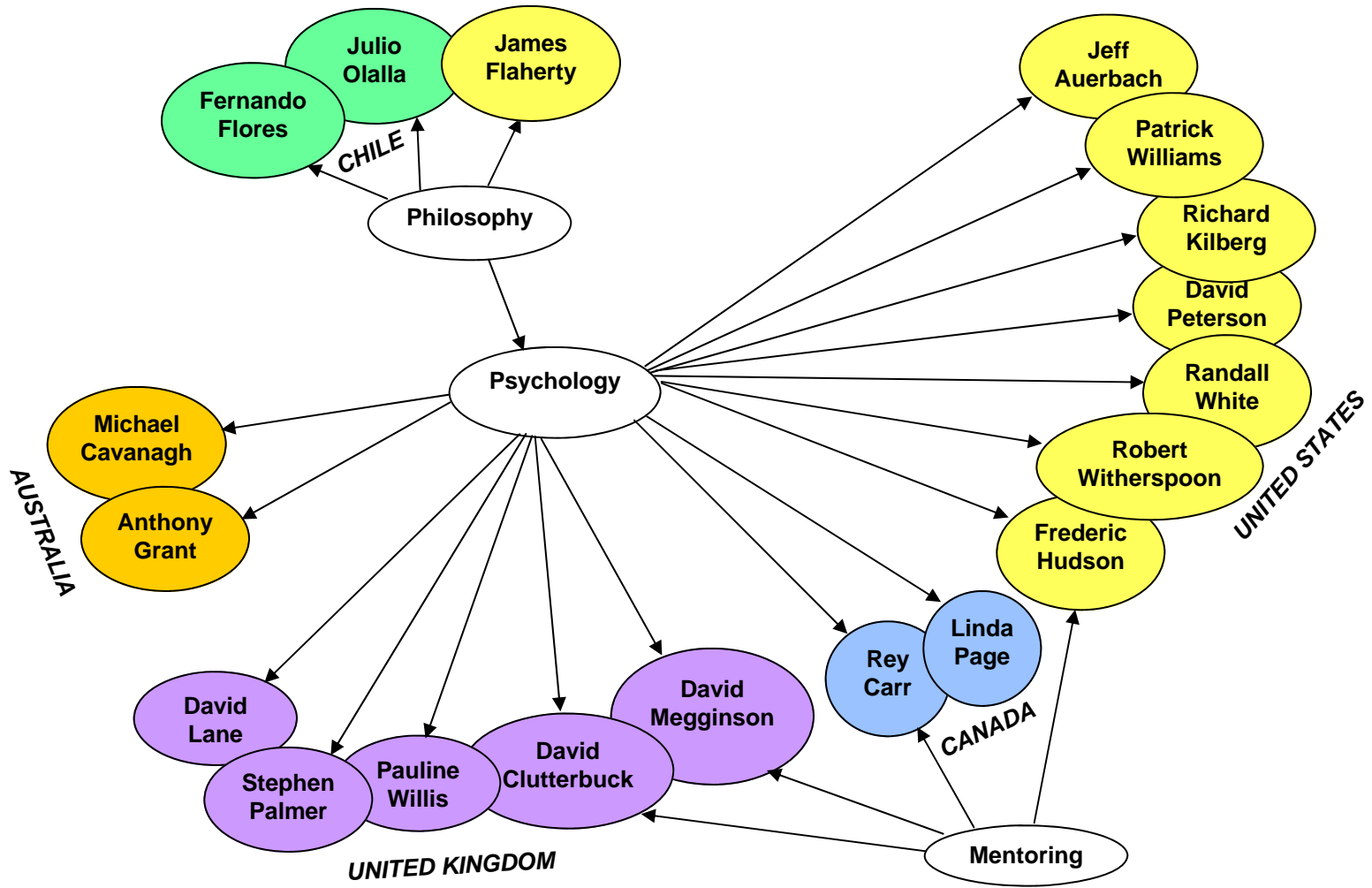
1940 1950 1960 1970 1980 1990 2000

Early Business Coaching Books, Services and Workshops

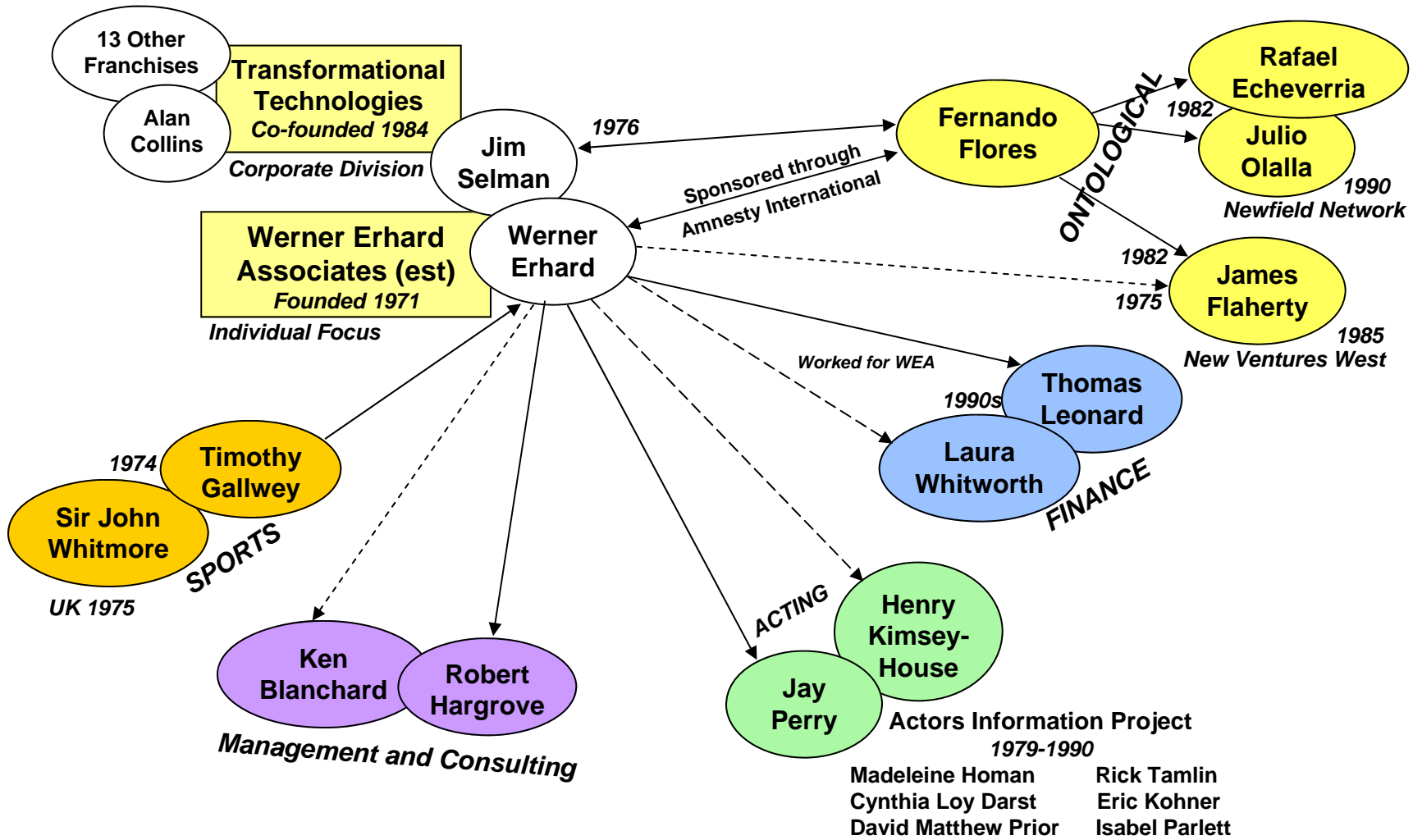
- 1978 Coaching for Improved Work Performance (Fournes)
- 1979 Coaching: Beyond Management (Selman)
A Manager's Guide to Coaching (Megginson)
- 1980 Inner Game (Gallwey)
Inner Game Ltd (Whitmore)
- 1981 Personnel Decisions International (PDI) offers
Executive Coaching (Peterson)
- 1984 Transformational Technologies (Sellman/Erhard)
- 1987 The Coach: Creating Partnerships for a Competitive
Edge (Stowell/Starcevich)
- 1987 Results Unlimited (Sally Hedges)

Early Personal Coaching Books, Services and Workshops

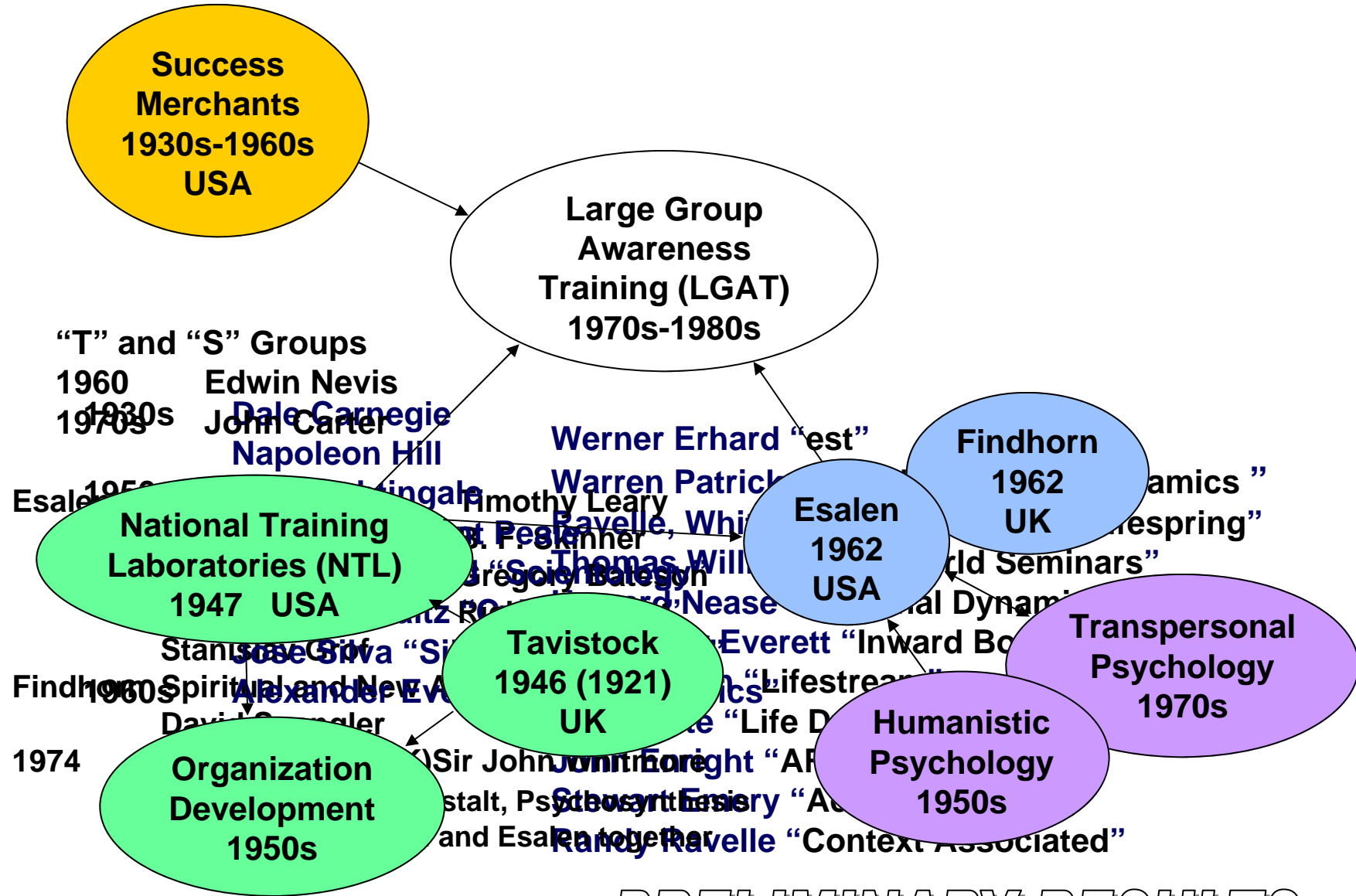
- 1989 College for Life Planning (Leonard)
- 1992 Coaches Training Institute (CTI)
Coach University
- 1998 Co-Active Coaching (Whitworth, Kimsey-House, Sandahl)
- 1998 Evoking Excellence in Others (Flaherty)



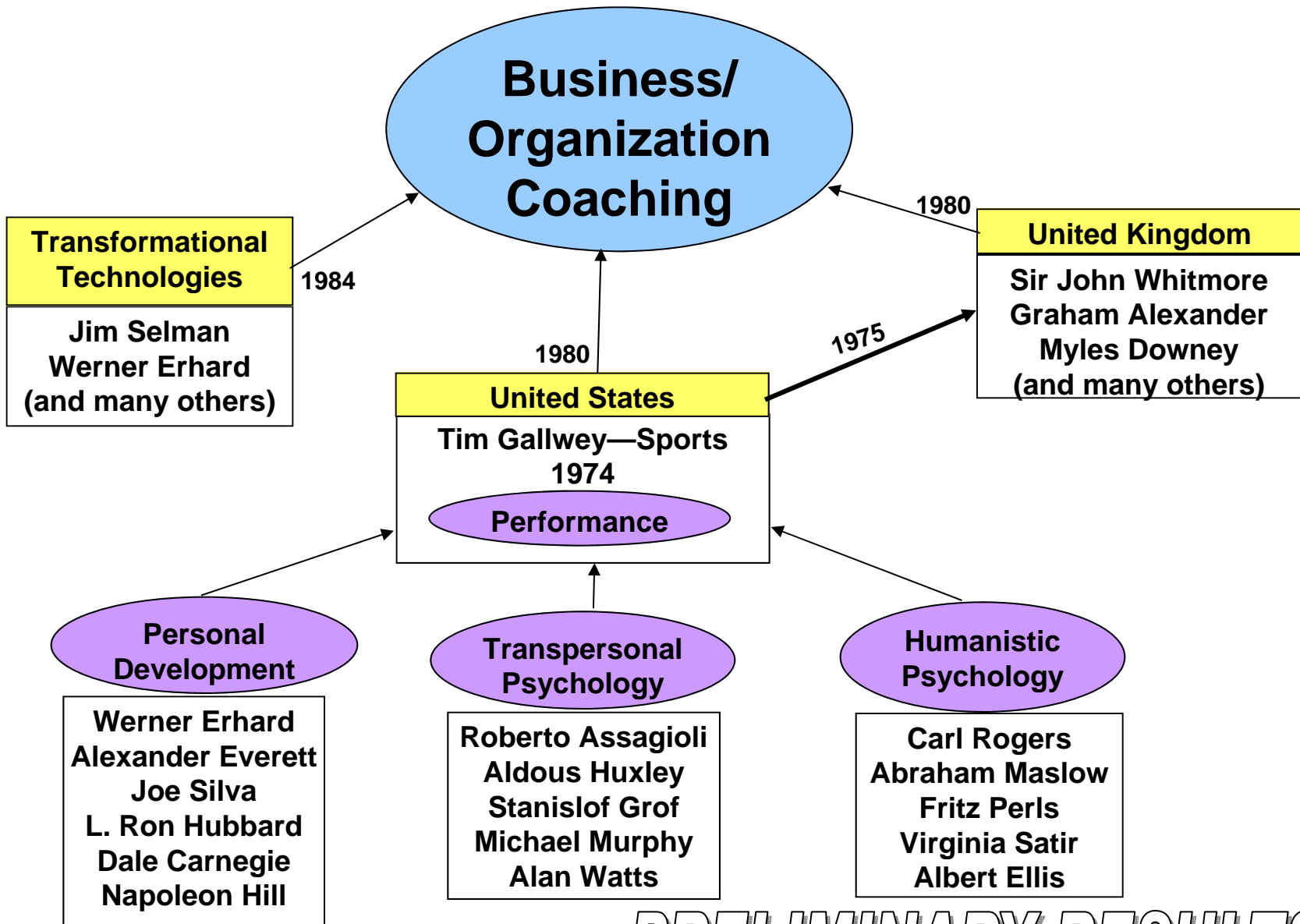
PRELIMINARY RESULTS



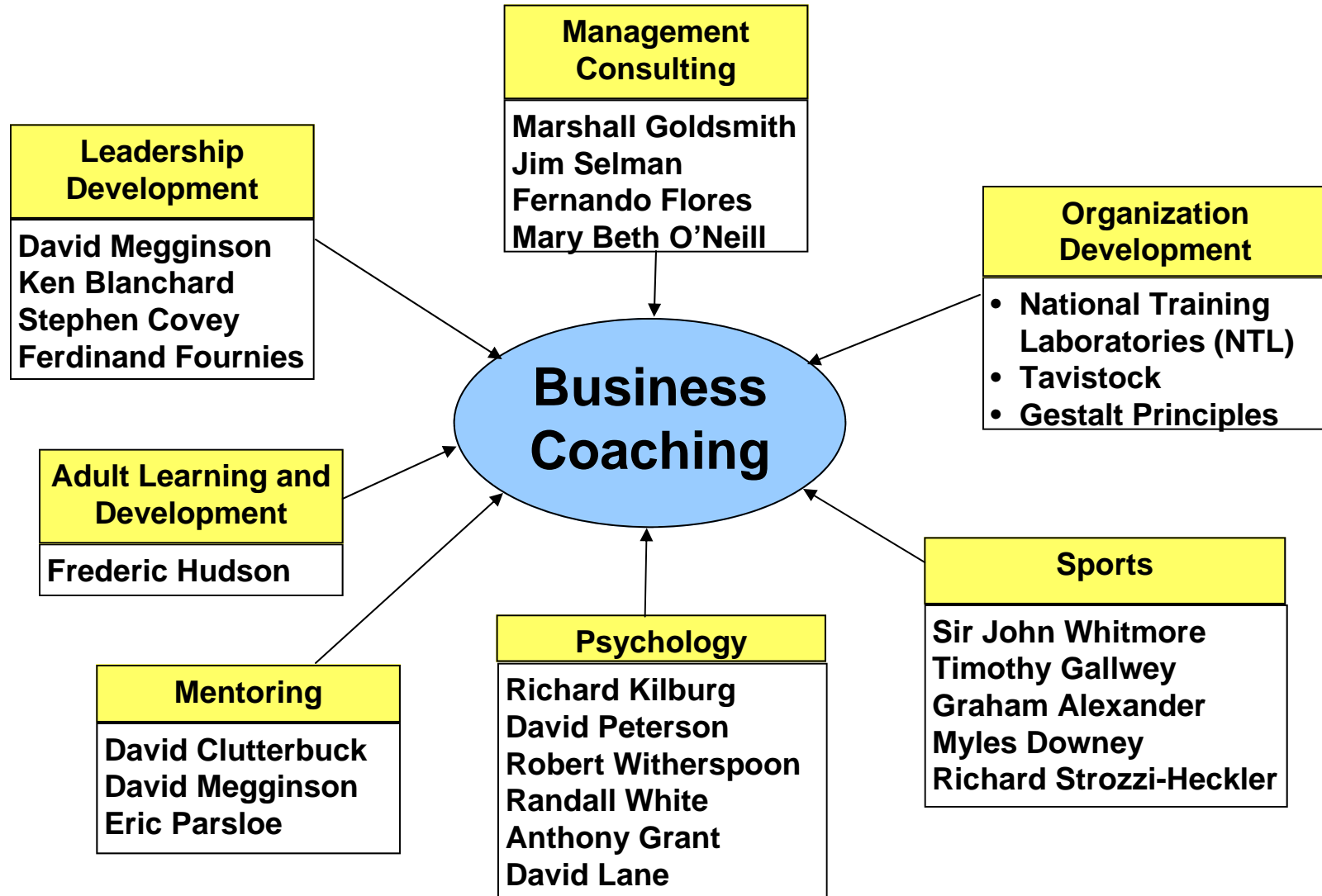
PRELIMINARY RESULTS



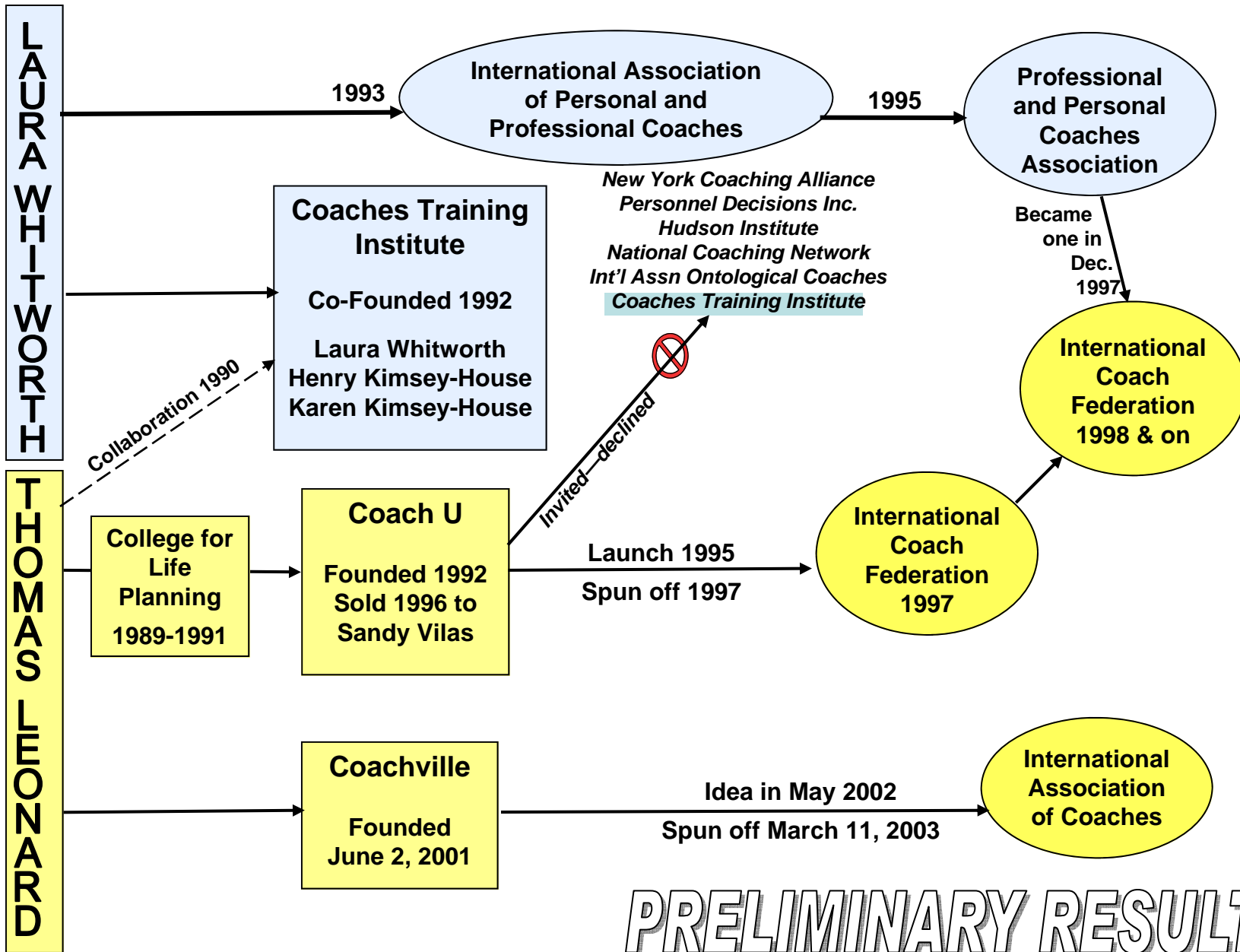
PRELIMINARY RESULTS



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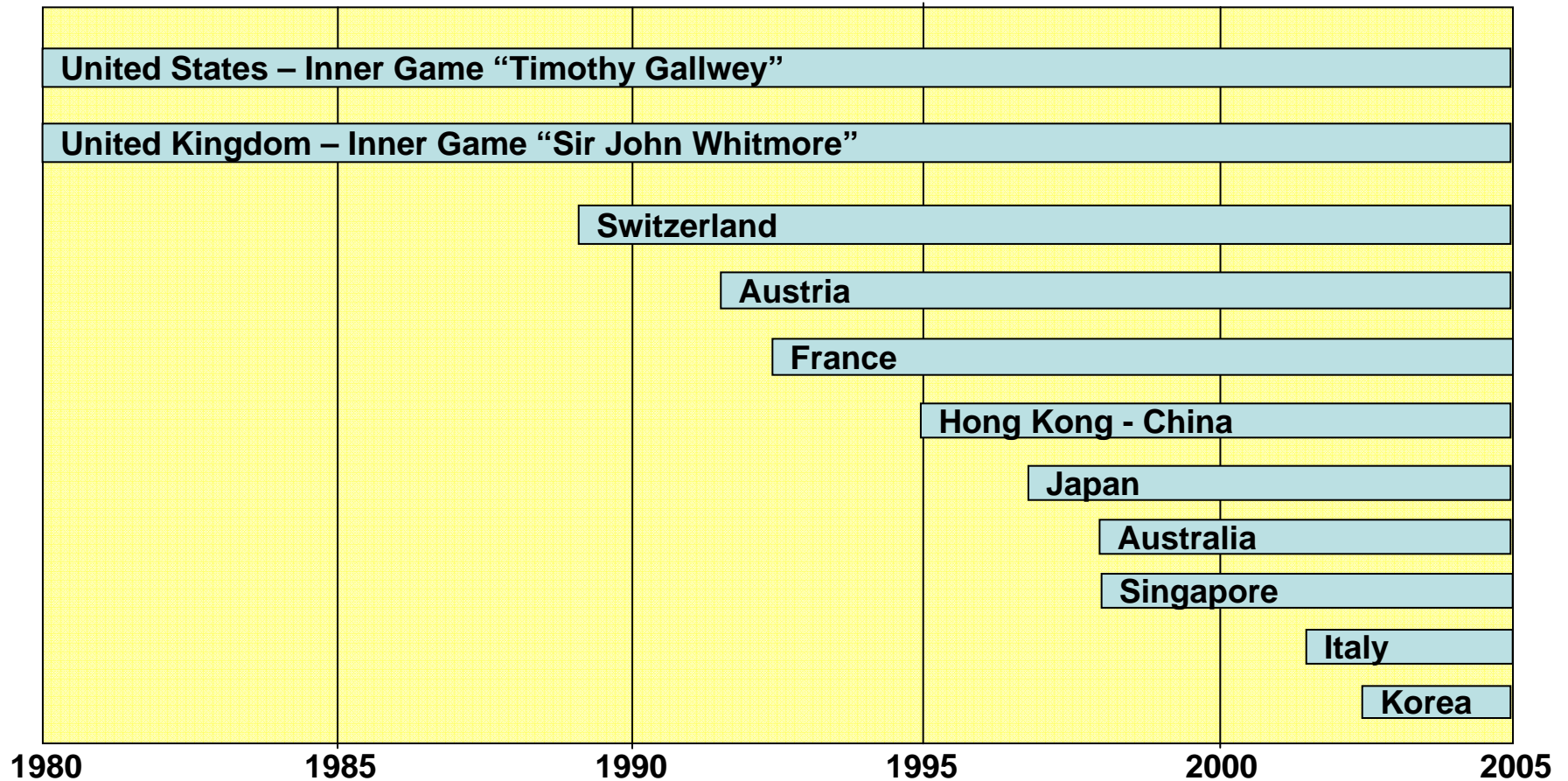
PRELIMINARY RESULTS

Coaching Associations

IAPPC United States	PPCA ICF	PCMA	NABC		WABC Canada IAC	ACTO	ICCO	GSAEC
				United Kingdom	BPS- SGPC EMCC AC			APECS European
				JCA Japan 1999	APS- IGPC Australia		CCA China	
1994	1995	1996	1997	↔	2002	2003	2004	2005

Geographical Spread of Coaching

Earliest Coaching Program or Company



Beginnings of Coaching

Business Coaching

1980 United States – Timothy Gallwey
 United Kingdom – Sir John Whitmore

Personal Coaching

1989 United States – Thomas Leonard

Common Threads Worldwide

1960s-80s Humanistic & Transpersonal Psychology

1970s-80s Large Group Awareness Training

1980s Consulting, OD & Leader Development

In Summary...

Werner Erhard *popularized* personal growth

Thomas Leonard *popularized* coaching

Neither founded either field