



# WBECs 2021 Customer Survey Results **Overview**

We conducted a survey to ask coaches about their greatest struggles, obstacles, and goals for 2021. Here are the results.

## What is the #1 single biggest challenge of running a coaching practice that you're struggling with right now?

**7.4%** of coaches are struggling with overcoming difficulties resulting from the pandemic. Many find it difficult to compensate for the loss of clients and to find new clients online.

7.4%

75%

**75%** of coaches mention challenges regarding Business Development of their coaching practice. Business Development challenges can be summarized into 3 main categories:

- ① Getting new / more / better-paying clients - over 50% of respondents
- ② Improving their marketing and sales activities
- ③ Creating their business and starting their coaching practice

**5.7%** of coaches would like to improve their coaching technique and ensure top quality service to their clients.

5.7%



**Biggest Challenge**

## What are coaches most interested in improving throughout 2021?



### Additional Revenue

Gain the ability to offer services or products to the client or client's organization that represent an additional revenue stream for them as a coach



### Improve Skills

Improve their overall coaching skills



### Utilize Services & Technologies

Utilize services and technologies that are improving their client's coaching experience

## Your feedback is valuable! For 2021, WBECS will focus on:



### VARIOUS IDEAS

Bringing various ideas for new products and services



### IMPROVEMENT

Continuously improving our current programs and offerings



### SUPPORT

Supporting coaches with their Business Development

**Over \$24,000 will be donated to EthicalCoach on behalf of all survey respondents!**

**\$24,000.00**

 EthicalCoach