



Press Release

For Immediate Release
April 26, 2012

For More Information
Contact Lou Dozier or Barbara Fagan
800-217-5660

New Career Opportunities Increases Demand for Professional Coaching Programs

Higher demand for professional coaches is rising faster than the industry can produce qualified coaches. Barbara Fagan, Source Point Training co-founder and master coach, cites growing concern that untrained individuals may try to fill the void. "Don't take the 'easy way' with your training and preparation," she says. "The path to success is through ICF-approved training and comprehensive support of a professional organization."

HEALDSBURG, CA, April 26, 2012 – Rising demand for coaching programs in many industries is putting incredible pressure on the industry to produce well-trained and certified professional coaches, according to [Barbara Fagan](#), co-founder of Source Point Training (www.sourcepointtraining.com).

She cites the [2012 Global Coaching Study](#) recently released by the [International Coach Federation \(ICF\)](#). The study found that 23% of experienced and certified professional coaches in North America are reporting growth over the previous year in four trend indicators: number of clients, fees, sessions and total revenues. Total revenues from professional coaching has nearly doubled over the past few years: globally to \$1.9 billion, \$707 million in North America. In North America, the average annual income has risen to about \$50,000 with median annual incomes at about \$30,000. Industry trends also show that top-earners are now earning in excess of \$65,000 a year.

But as enticing as that sounds to newcomers, Fagan rings a note of caution for those tempted by 'online' coaching classes and non-certified training programs. "Don't take the 'easy way' with your training and preparation," she says. "Candidates must take a long serious look at the commitment they're making to enter this field. You can't get that from an online course or just a few hours of coaching. The path to success is through ICF-approved training and comprehensive support of a full-time professional organization."

Fagan points out that the ICF approves more CCE units for programs offered by Source Point Training than any other coach training organization. "The word is spreading to look for coaches who have undergone certification approved by organizations like the International Coach Federation," she points out. "It shows that you're willing to make a commitment for excellence, but it also means that you have support of professional peers who are committed to your success."

Open enrollment for Source Point Training's *Fundamentals and Mastery of Performance Coaching Program* is ongoing. People who find themselves in a career transition and who have extensive life experiences in different fields see being a professional coach as a means to generate income and contribute to others. Medical and

(continued)

therapeutic practitioners, fitness trainers and physical therapists are taking up coaching to increase client progress. "This is a great time to become a professional coach," Fagan explains.

Program: [Fundamentals of Performance Coaching](#), 84.5 CCE units

Training Dates - 3 sessions: Sept. 14-16; Dec. 7-9, 2012; and Feb. 22-24, 2013 **Location:** Phoenix, AZ

Program: [Mastery of Performance Coaching](#), 56.5 CCE units

Training Dates - 2 sessions: April 12-14; June 28-30, 2013 **Location:** Phoenix, AZ

This year, Source Point's *Fundamentals* program begins [September 14 in Phoenix, AZ](#). Because it is so comprehensive - requiring 9 months and 150 hours of classroom training plus virtual and one-on-one mentoring – this certification training is offered only once a year.

Coaches are certified in June having attended five, 3-day sessions over the 9 months. Source Point's program features high-touch and intensive training that encourages student coaches to develop a unique and personal coaching style. Business planning and marketing experts offer advice and templates on how to develop and launch a successful coaching business. "Most coach training programs do not provide this level of detail, which is why we believe our program sets our graduating coaches up to be successful and impact lives so positively," says Fagan.

Fagan suggests that people who want to become professional coaches should attend an upcoming [free informational Webinar Series starting May 8th at 6:00 PST](#). "You'll know if a career in coaching is right for you," she says. "This is a no-obligation, no-cost way for you to examine the major points of this career path. We'll focus on the types of skills and tools that you'll gain to become a professional coach."

"What you'll learn from the webinars is how to take the next step with a serious training program that leads to coach certification," Fagan adds. "Certification demonstrates professional integrity, but it also demonstrates that the individual has successfully completed training that is deemed acceptable by the most qualified people in the industry." All Source Point Training coach programs are approved by the ICF.

"We approach coaching from an ontological perspective, recognizing that all aspects of a person's life are inter-related so that creating change in one area of life will impact the whole," she says. "When you become a Certified Professional Performance Coach (CPPC), you leave with skills to be an effective coach; to hear and observe what your clients are saying and not saying; to be able to open a new level of self-awareness in your clients; and to build greater personal accountability and ownership for the results that your clients want."

[See this video](#) testimonial by recent graduates of Source Point Training's *Fundamentals and Mastery of Performance Coaching Program*.

For more information, visit <http://www.sourcepointtraining.com/coach-training/fundamentals-of-performance-coaching/>, email admin(at)sourcepointtraining.com or call 800-217-5660 x101.

###