



Press Release

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ASTD 2012 Conference: \$328 Billion Lost Due to “Actively Disengaged” Employees

“Shocking figures” about lost productivity, says Barbara Fagan, Source Point Training co-founder and master coach. To fight the trend, 50% of all mid to large size organizations now use mentoring or coaching to develop high potential talent and increase employee engagement. Fagan: “It’s time to learn these valuable skills from a reliable coach training organization like Source Point Training.”

HEALDSBURG, CA, May 16, 2012 – Reporting from the 2012 [ASTD](#) Conference (American Society for Training & Development), annual losses in lost productivity from ‘actively disengaged’ employees have risen to \$328 billion. “These are shocking figures,” says [Barbara Fagan](#), co-founder of Source Point Training (www.sourcepointtraining.com).

The trend has worsened since the [New York Times reported last year](#) about a [Gallup-Healthways](#) survey showing ‘actively disengaged’ employees were costing American business about \$300 billion in lost productivity annually. The study compared the attitudes of ‘engaged employees’ – those who work with passion and feel connected to the company; ‘not-engaged employees’ – unhappy employees who put time, but not energy or passion into their work; and ‘actively disengaged employees’ – employees who are not just unhappy, but are actively acting out their unhappiness.

“What this proves is that actual cost from lost productivity is a lot worse than people thought,” says Fagan. “Corporations are aware of the problem and they have been taking action.” She points out that demand for professional coaching has been up sharply since 2010. The [2012 Global Coaching Study](#), published by the International Coach Federation (ICF), shows 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.

“Demand for professional coaching is coming from all areas: not just individuals and entrepreneurs, but from corporations seeking to manage talent and retain employees to gain competitive advantage,” says Fagan. “With an increasing mobile and diverse work force both culturally and generationally it will be imperative to have coaching resources embedded throughout an organization with real coaching skills acknowledged by the ICF.”

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. What this says is that when you go through a program like ours, you’re making a commitment for excellence.”

Source Point’s faculty works with each student coach in a high touch and personal way to develop their unique coaching style. The program is so comprehensive that it requires 9 months to complete and can only be offered once a year.

This year, [Fundamentals and Mastery of Performance Coaching](#) begins September 14 and will take place in Phoenix, AZ. Business planning and marketing experts are provided so that every graduating coach leaves with a solid business

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platform to launch their business. “Most coach training does 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.

Business for new and well-trained coaches is brisk. The ICF study also reveals that in North America, the average annual income for professional coaches 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.

“And the need for more coaches couldn’t be greater,” says Fagan. She points to a study by *PricewaterhouseCoopers* and *Association Resource Centre, Inc.*, that shows companies using professional coaching reported a median return on investment of [seven times their initial investment](#).

“I’ve been involved in coaching for 25 years, so I’m not surprised that more and more people have discovered the benefits from professional coaching,” she says. “Look at what coaching does for professional athletes - would any of these top performers go without a coach? Pure and simple, professional coaching is THE model for success.”

Fagan also announced that open enrollment for Source Point Training’s coaching fundamentals program is ongoing. “Students who enter the coaching business with ICF approved certification tend to do very well,” she says. “I invite anybody who is considering this career pathway to contact us and talk about our programs and how we can help them prepare for this growth opportunity.”

“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.”

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 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.

[See this video](#) testimonial by recent graduates of Source Point Training’s *Coaching Fundamentals and Mastery Certification* programs.

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

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