



Los Angeles
Charter Chapter

Career Coaching Special Interest Group

November 12, 2025

Career Coaching Trends *Looking backward, moving forward*

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Agenda

- **Topics Refresh + Introductions** :30
- **Trends + Open Share** :30
- **Your 2026 Goals + Round Robin** :15
- **Special Announcements** :05

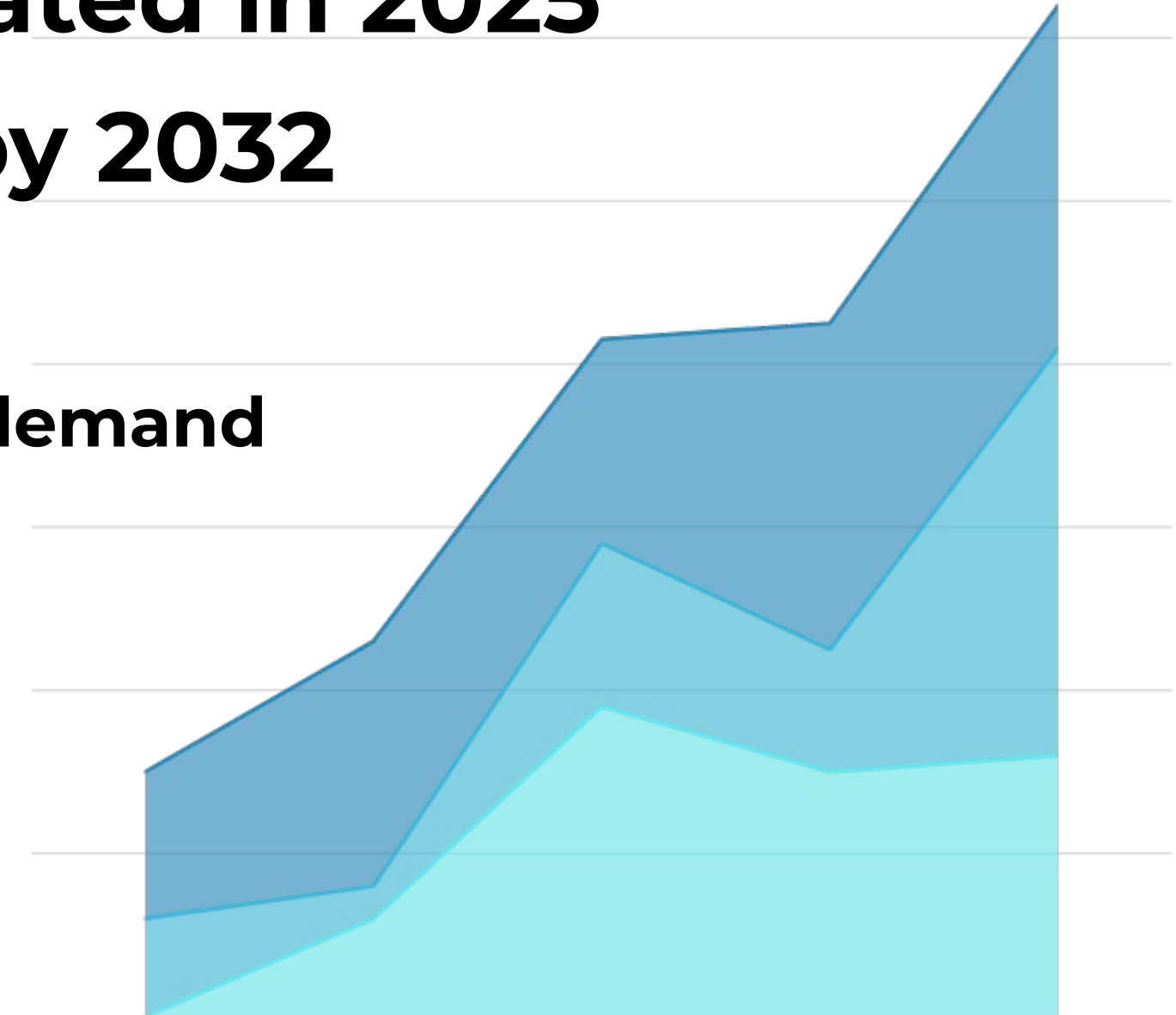
2025 Topics

- Alex Wallash, PCC: VUCA Framework:
 - Volatility
 - Uncertainty
 - Complexity
 - Ambiguity
- Michael Pope Jr: How to Maximize Your Business Development Skills - How to be a DO-ER
 - Add Daily Value to Your Audience/Clients
 - Optimize Your Digital Footprint
 - Execute Proven Systems
 - Reach Out
- Tiffany A. Dedeaux, MCC : Debugging Career Coaching

The coaching industry is booming

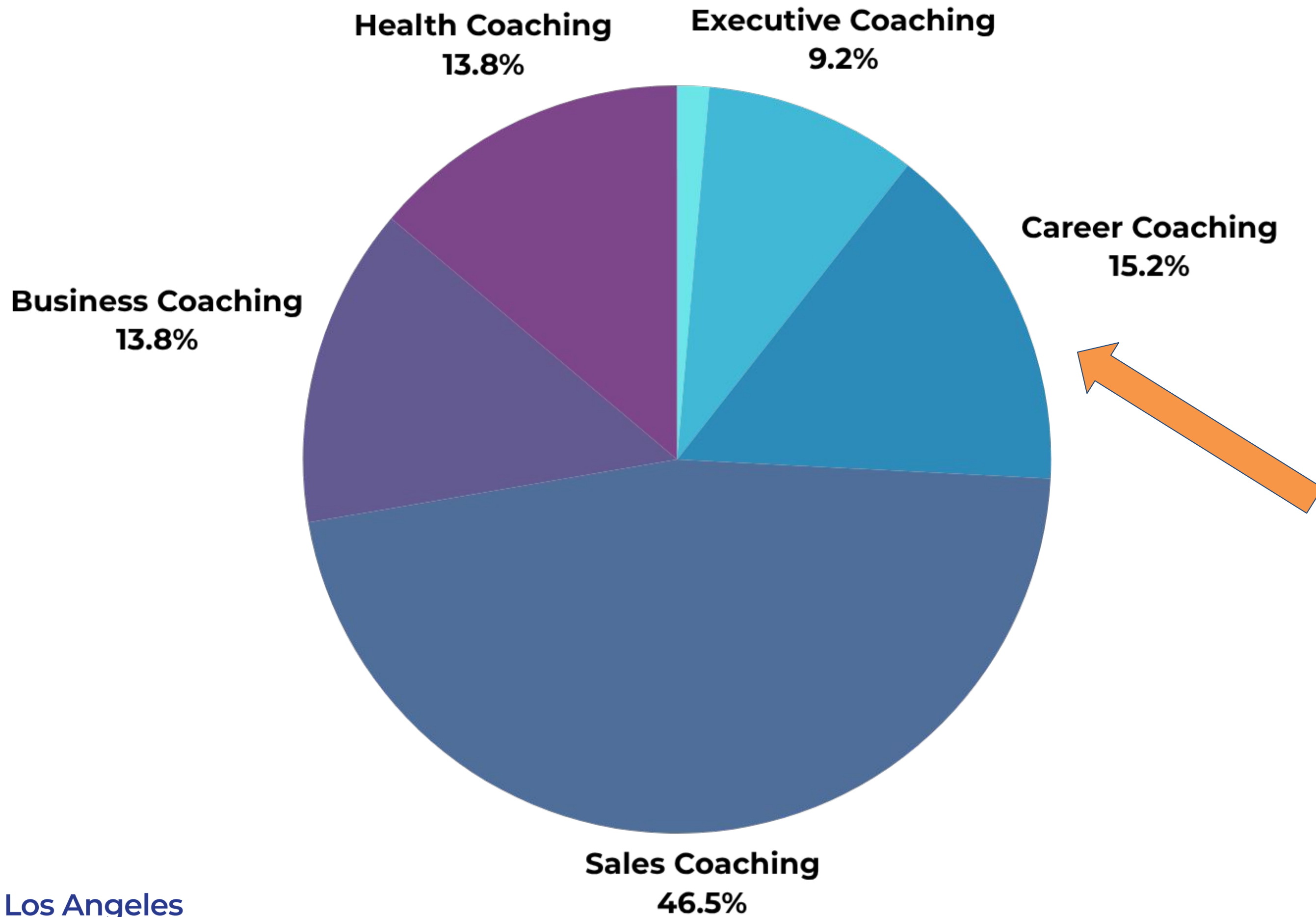
- **market size of \$5.34 billion estimated in 2025**
- **projections to reach \$10.1 billion by 2032**

Even with economic ups and downs, the demand for coaching keeps growing.



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<https://luisazhou.com/blog/coaching-statistics/>



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Top Coaching Niches in 2025

Career Coaching: \$15.4 Billion

worth \$15.4 billion, with a 4.7% growth rate

- shifts in the job market (remote work, gig economy, and more frequent career pivots)
- resume building
- personal branding

Sales Coaching: \$47.6 Billion

\$47.6 billion industry, growing 8.4% per year and projected to nearly double to \$88.7 billion by 2032.

- known for its high ROI (962%)
- driven by digital sales technology and CRM-based analytics

Top Coaching Niches in 2025

Life Coaching: \$1.4 Billion

\$1.4 billion industry, growing modestly at 0.1% globally but at 3.2% in the U.S.

- personal development
- mental well-being

Executive Coaching: \$9.3 Billion

\$9.3 billion and growing rapidly, with projections to hit \$27 billion by 2032 at an annual rate of 11.3%.

- tech-related coaching
- cross-cultural leadership training

Top Coaching Niches in 2025

Business Coaching: \$14.2 Billion

The U.S. business coaching market is worth \$14.2 billion, growing at 2.6% annually.

- focus on business coaching, with leadership development being a key focus
- post-pandemic trends include virtual team-building, hybrid leadership, and resilience training

Health Coaching: \$14.5 Billion

Projected to hit \$25.95 billion by 2030, growing at 6.7% annually.

- mental health coaching
- chronic disease management
- corporate wellness

Career Coaching Specifics

“where strategy meets personal growth”

<https://entrepreneurshq.com/coaching-industry-statistics/>

Career coaching sub-specializations gaining traction:

- Remote work transition coaching > RTO (return to office)
- Resume writing and personal branding
- Interview preparation specialists
- Cultural coaching for diverse workplaces
- Gig economy and freelance career coaching

Coaches who specialize in a niche grow 30% faster than generalists

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- 
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 - **58%** specialize in helping clients **switch industries** or **reinvent their careers** entirely, a growing need in today's shifting job market (Gallup, 2024)
 - demand for career coaching **jumped 22%** over the past two years

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- **49% of career coaches** offer **resume writing, LinkedIn optimization, and personal branding** support, helping clients stand out (Career Thought Leaders, 2024)
- **71% of clients** feel more **confident about interviews after coaching**, a key step in career success (Jobvite, 2024)
- more people seek **flexible, meaningful work** aligned with their **values** (LinkedIn Workforce Report, 2024).
- **67% of clients** say coaching helped them **land a new role faster**, speeding up what can be a stressful process (Indeed, 2024)

Top Headwinds & Opportunities for Career Coaches

where challenge meets opportunity

<https://luisazhou.com/blog/coaching-industry-market-size/>

AI Disruption & Price

Pressure: AI career coaching tools are more affordable—and sometimes even free

Opportunity: Over-reliance on AI may diminish the human element of coaching, which is essential for certain personal development areas

Extreme Market Saturation & Credibility Crisis

Challenges: 4.7 million coaches on LinkedIn as of September 2024;
145,500-167,300 active certified coaches globally (ICF data)

Proliferation of coaching platforms mean building credibility is a challenge as consumers seek proven effectiveness before committing

Opportunity: Examine your marketing strategies and value propositions

Top Headwinds & Opportunities for Career Coaches

where challenge meets opportunity

World Economic Forum, Deloitte

Rapid Skills Disruption = Moving

Challenge: According to the World Economic Forum's 2023 Future of Jobs Report, 44% of workers' skills will be disrupted in the next five years, with increased importance of cognitive skills, analytical thinking, creative thinking, and technology literacy

More than 10% of professionals hired today have job titles that didn't even exist in 2000, like AI Engineer and Head of AI

Opportunity: Career coaches must continuously update their own knowledge about emerging roles, skills requirements, and industry trends

Top Headwinds & Opportunities for Career Coaches

where challenge meets opportunity

Simply.Coach, Talent LMS, Lumia Coaching, World Economic Forum

Client Anxiety & Uncertainty Overload

Challenges: Coaches face the prevalent fear of change and uncertainty among clients, especially following challenging times including a global pandemic, social unrest, political upheaval, and economic uncertainty

Younger generations face anxiety, often fueled by social media-induced inadequacy feelings, with a noticeable gap between peer expectations and real-world experiences

Nearly three-quarters (64%) of professionals globally feel overwhelmed by the current pace of change at work

Opportunity: Career coaches need to manage complex emotional issues, mental health concerns, and existential career crises. This requires additional training in areas like positive psychology and wellbeing coaching.

Top Headwinds & Opportunities for Career Coaches

where challenge meets opportunity

Indeed 2025 U.S. Jobs & Hiring Trends Report

Cooling Labor

Market: When job openings decline, client urgency for career coaching may also decline.

Opportunity: Career coaches need to pivot messaging from "land your dream job" to "strategic career positioning" and "future-proofing your career."

Top Headwinds & Opportunities for Career Coaches

where challenge meets opportunity

Future Market Insights, Lumia Coaching

Proving ROI & Demonstrating Measurable Outcomes

Challenge: Clients increasingly demand data-driven results and measurable outcomes

Opportunity: Career coaches must evolve from intuitive practitioners to data-driven professionals who can quantify their impact through metrics like promotion rates, salary increases, job placement success, and time-to-hire.

Scalability vs. Personalization

Tension: Organizations want scalable solutions (group coaching, digital platforms)

Opportunity: How do you maintain coaching quality and personalization while building a scalable, profitable business model? Many coaches struggle to grow beyond being a "solopreneur."

Sources

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