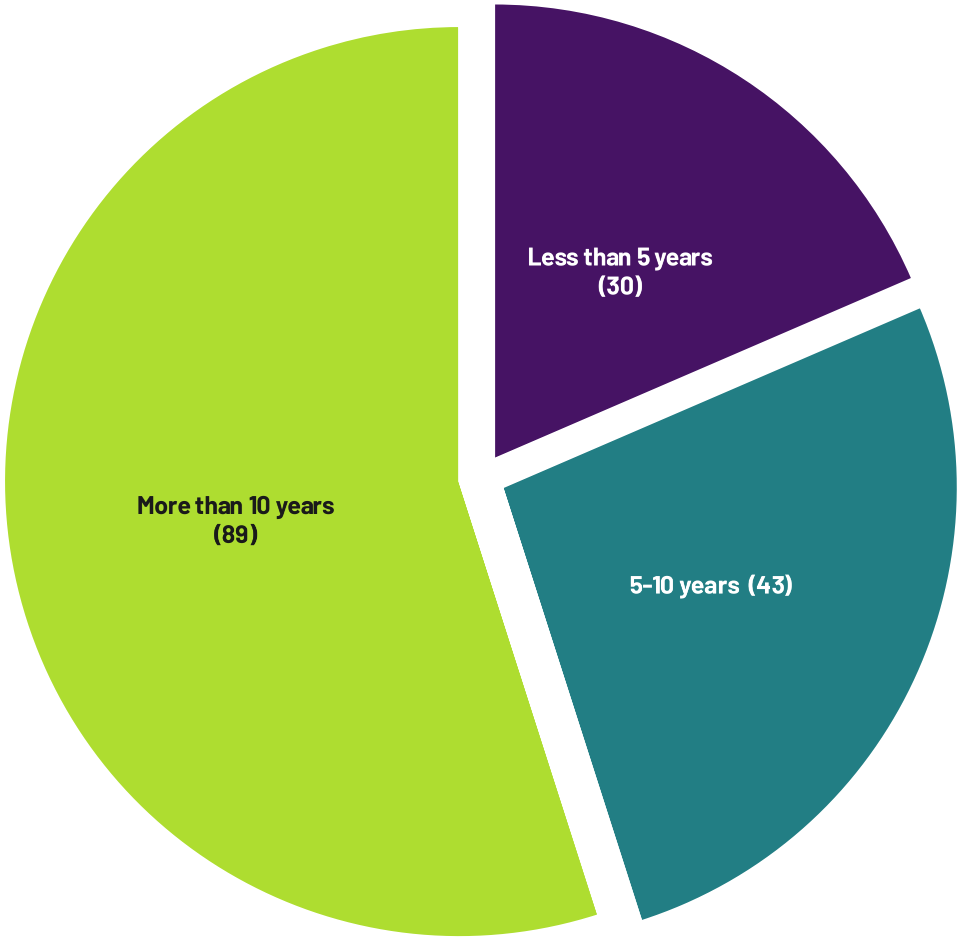
Los Angeles
Charter Chapter

ICF-LA
Executive Coaching
Special Interest Group
Pricing Survey

September 2026

162 responses

Question: I have been coaching for:



n = 162

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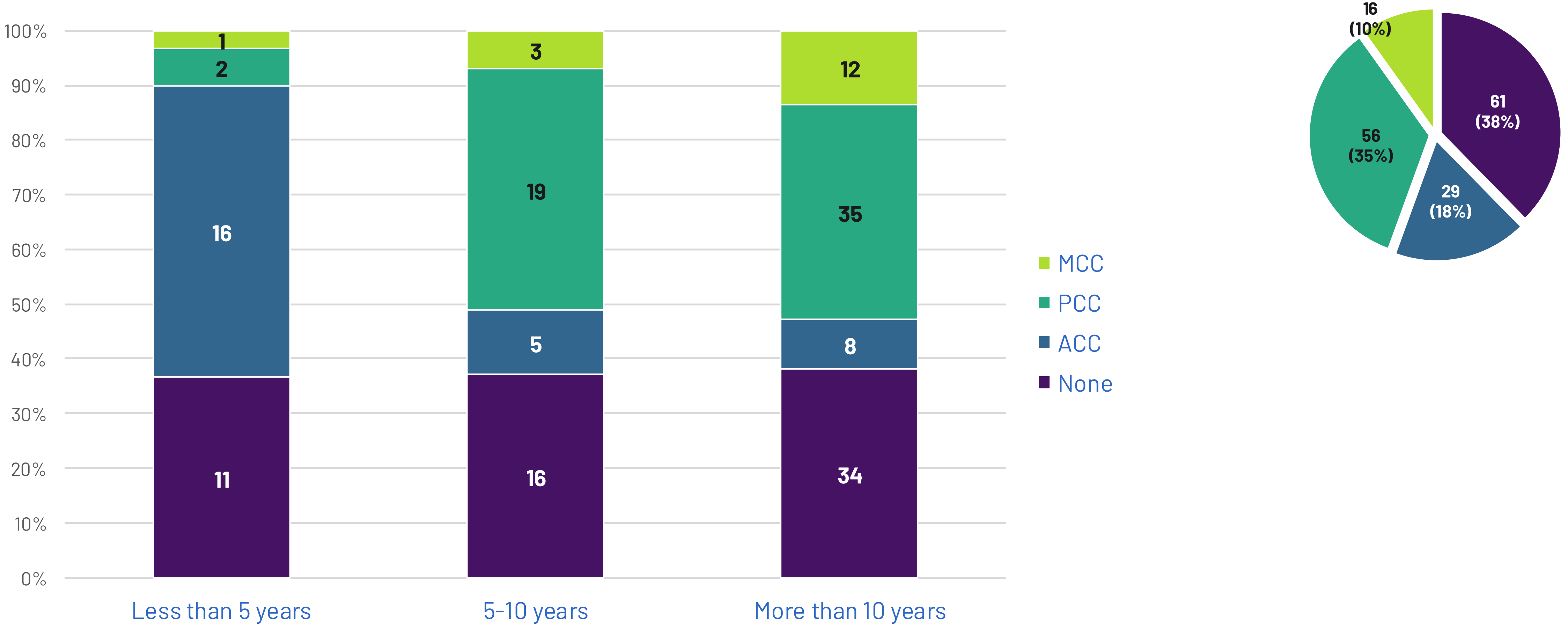
Question: My ICF Certification level is:



n = 162

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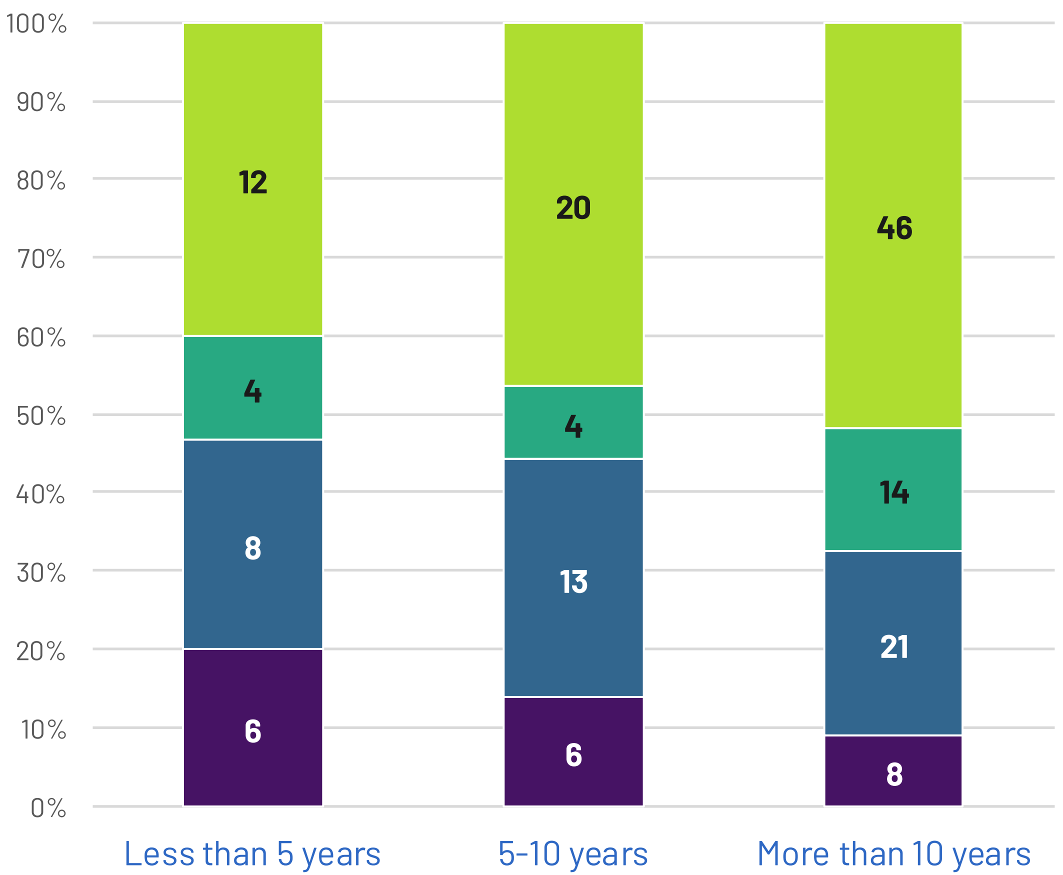
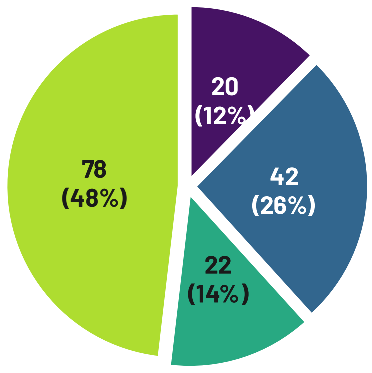
Question: My earnings from coaching and its ancillary skills represent:





- My full-time work
- More than half my working time
- Less than half my working time
- An occasional supplement

n = 162

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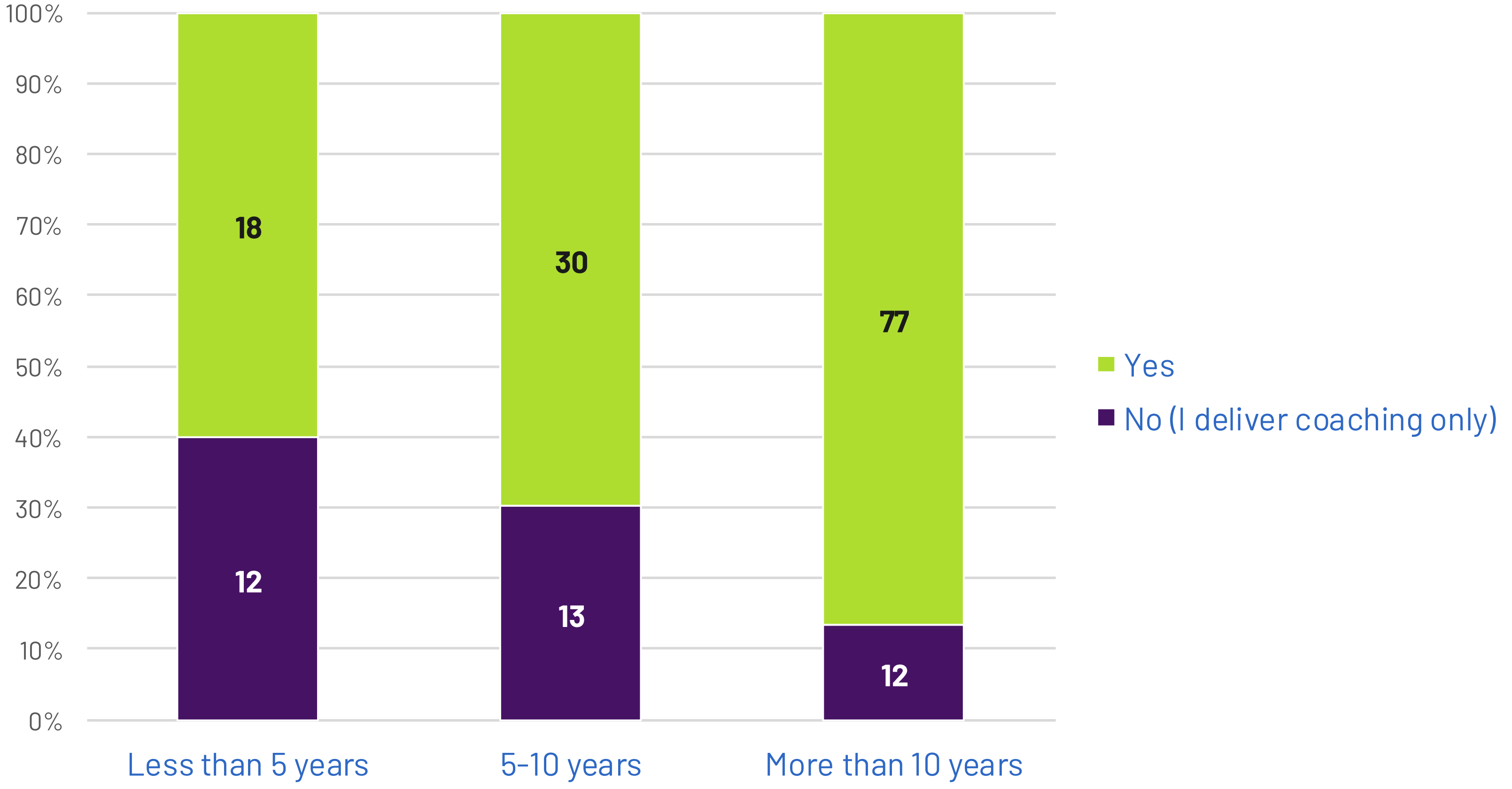
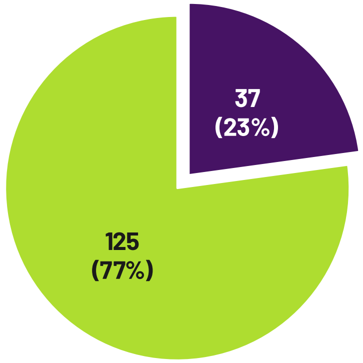
Question: I offer my clients corporate coaching packages (services beyond just the coaching hours, like 360's or three-way goal setting meetings, etc):





n = 162

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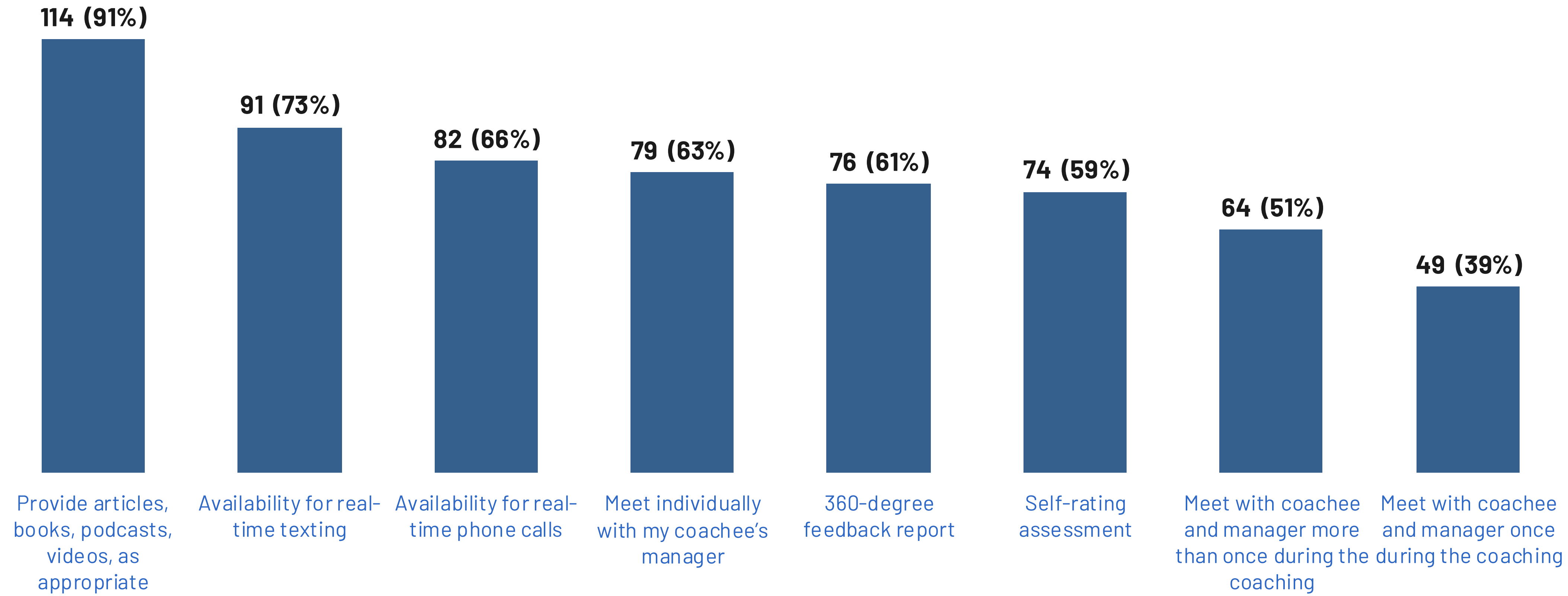
Question: The following services are usually included in my standard coaching packages (select all that apply):



% of the 125 coaches who offer packages

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Question: The following services are usually included in my standard coaching packages (select all that apply):

Responses to "Other":

- Assessments and exercises
- Assessments x3
- thought starters, reflection prompts between sessions
- availability for real-time email
- Rolling 360 - not as one big report, but in small batches of 3-4 respondents, so the data is fresh
- Private coaching hub in Notion
- development of a coaching plan
- Weekly follow-up
- Shadow coaching
- Hogan and/or Luminar Spark Psychometric assessment
- Hogan Insight assessment
- Provide development pplan
- assessments (e.g., CliftonStrengths) available upon request
- Customize offsites, advisory, building case studies
- Team Observation
- Facilitations
- Full Day and 2 Day Planning Sessions. All meetings in person
- resources like worksheets, frameworks, exercises
- personality profile
- Meeting facilitation, training programs
- email support between meeetings
- Peer group
- Typically I will not meet with the manager of a coachee. I want them to feel able to speak freely.
- Role Playing and other contacts and related industry opportunties
- close out meeting at the end of the engagement
- 360 interviews

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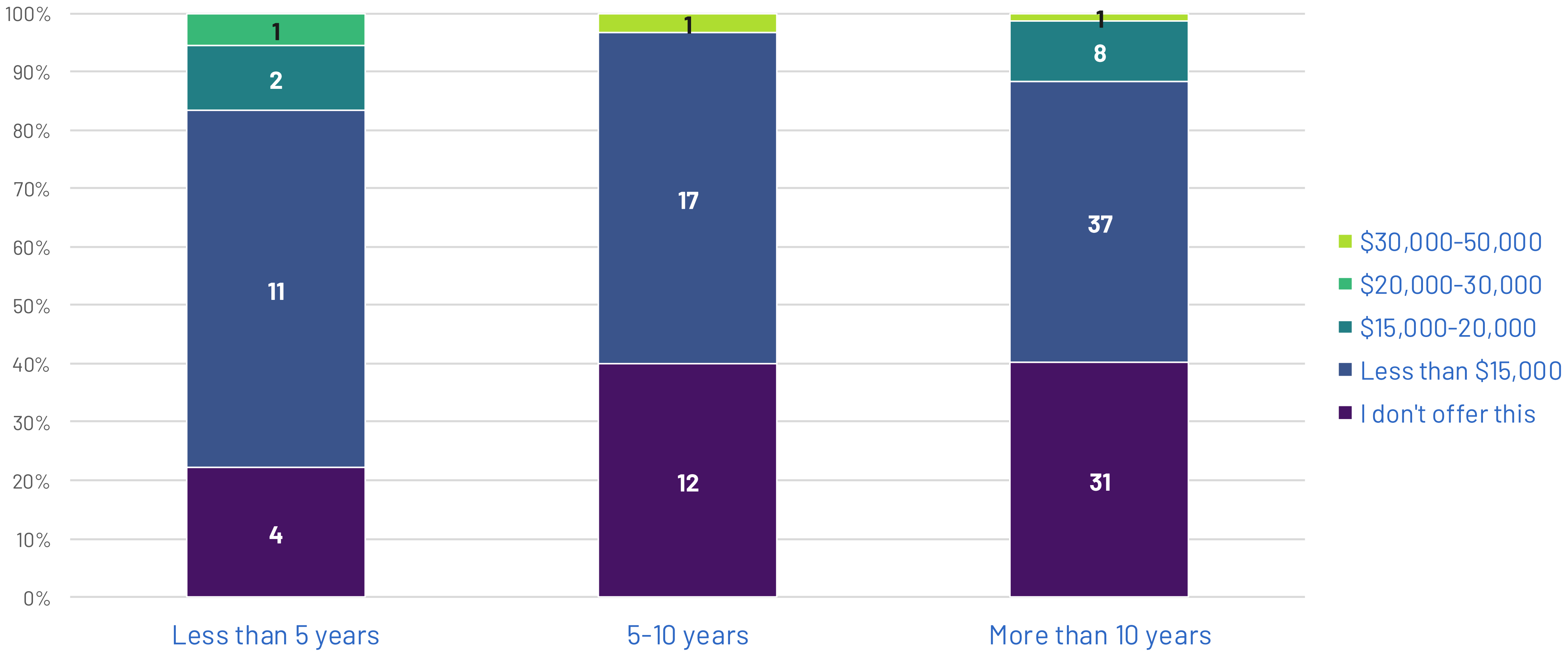
Question: For my three-month corporate coaching packages, I typically charge:



n = 125

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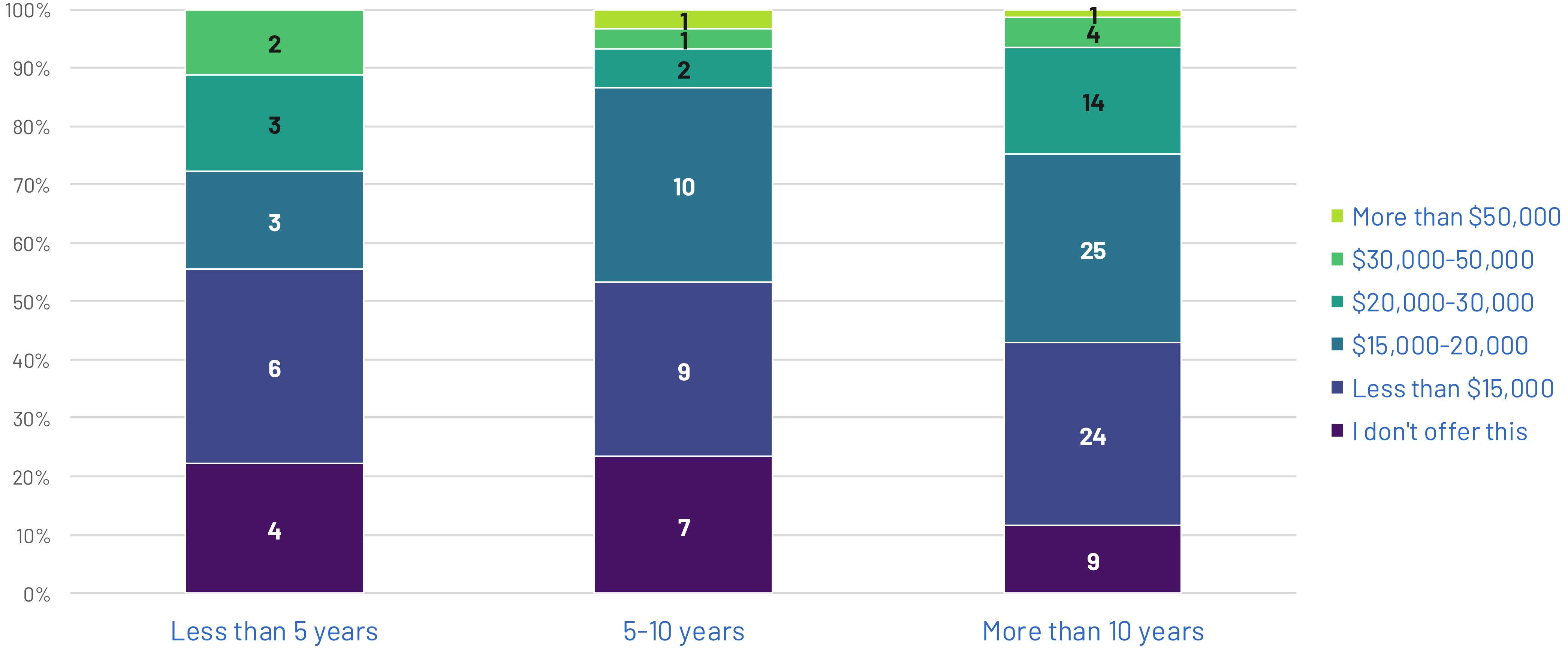
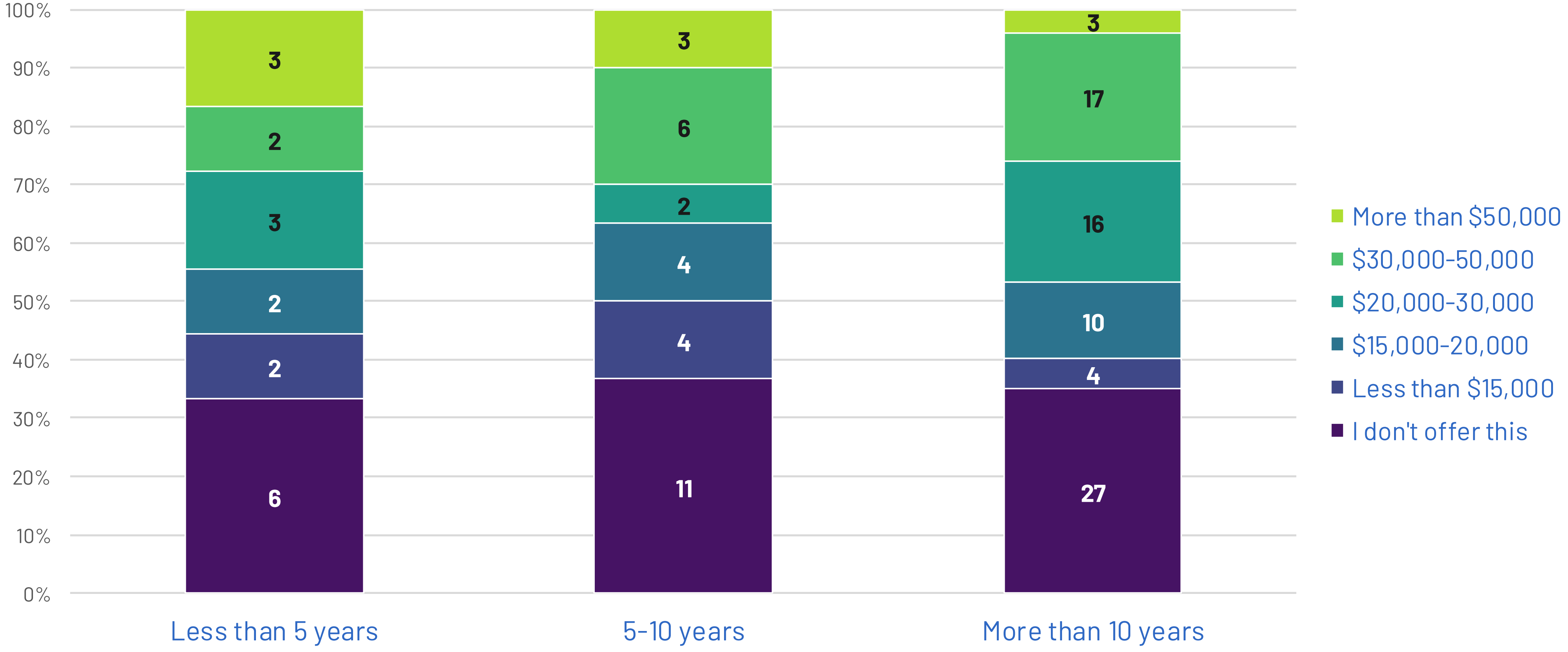
Question: For my six-month corporate coaching packages, I typically charge:



n = 125

Los Angeles Charter Chapter

Question: For my one-year corporate coaching packages, I typically charge:



n = 125

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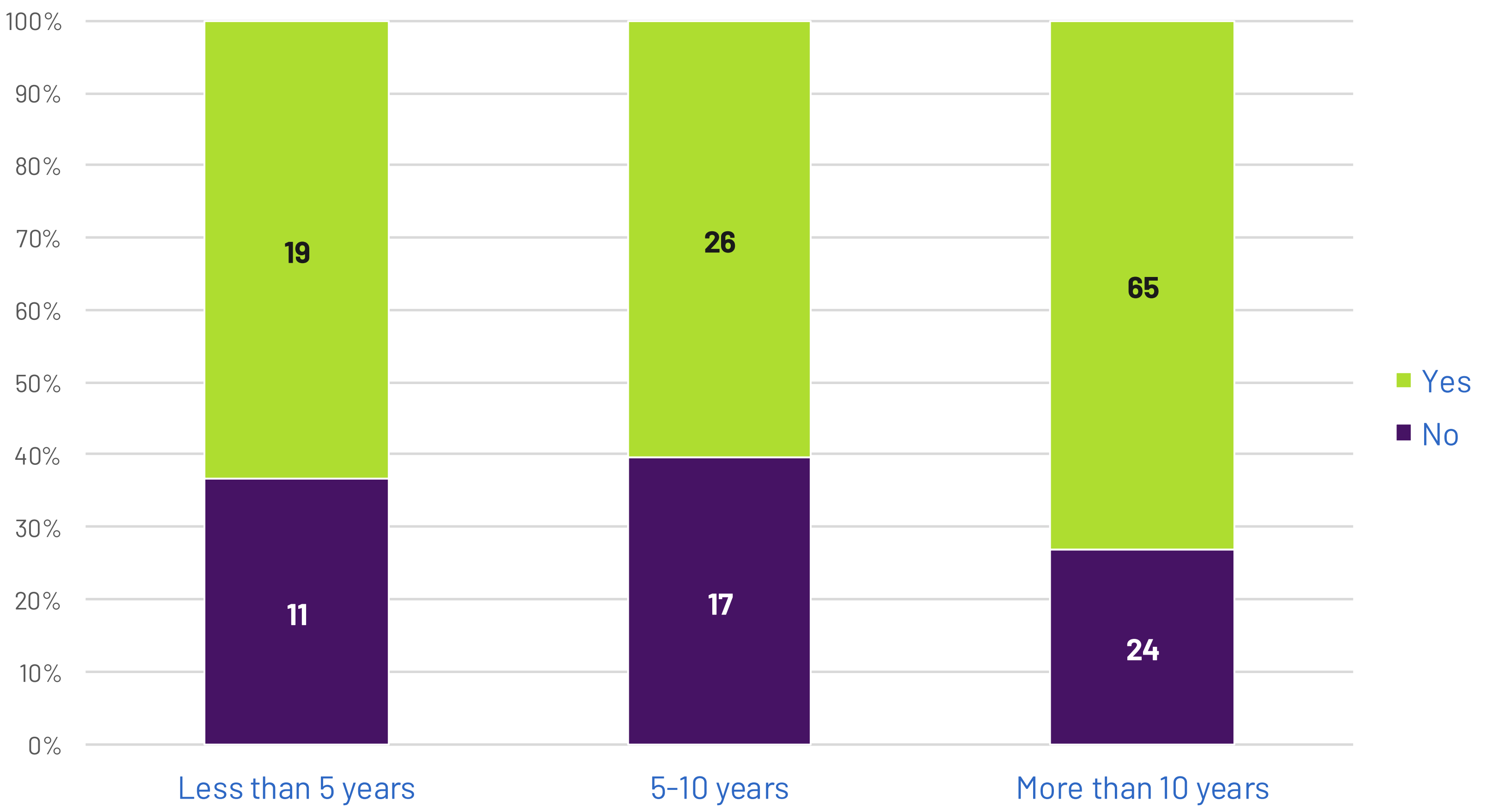
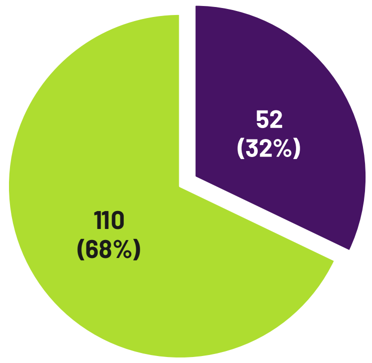
Question: I sometimes offer an hourly rate to my clients.





n = 162

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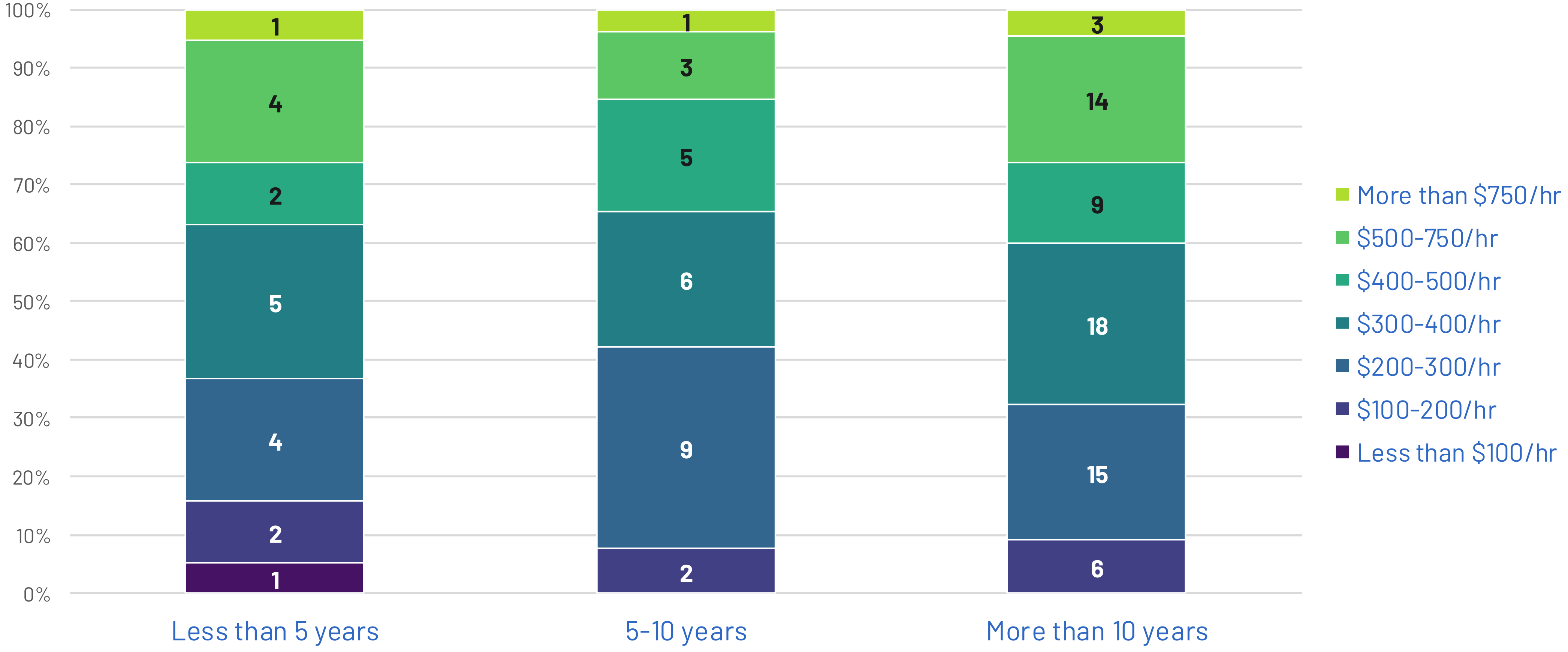
Question: The hourly rate I typically charge my clients is:



n = 110

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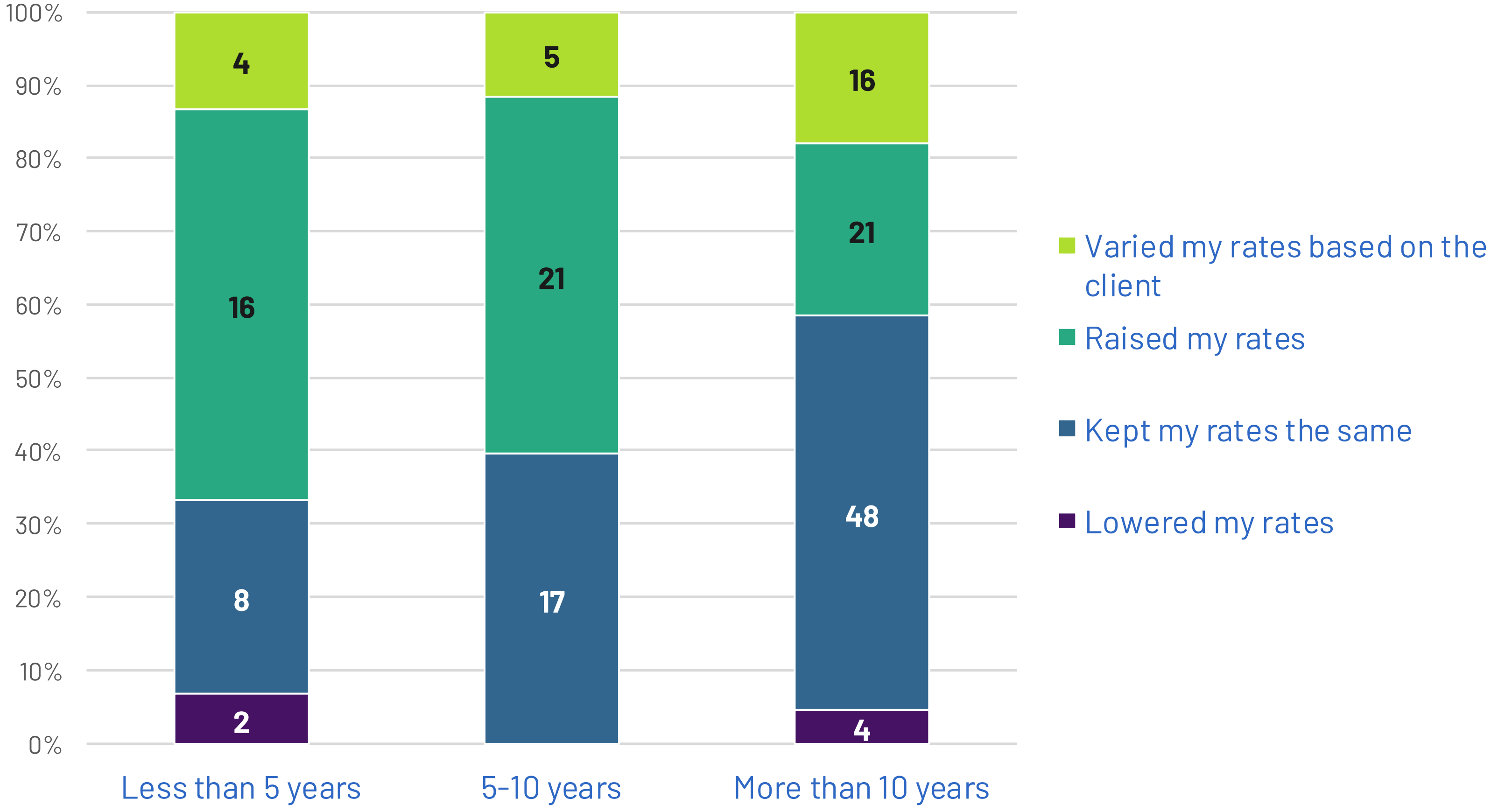
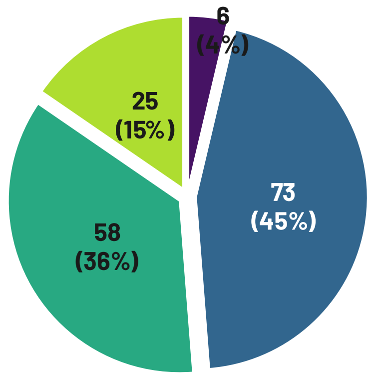
Question: Compared to this time last year, I have...





n = 162

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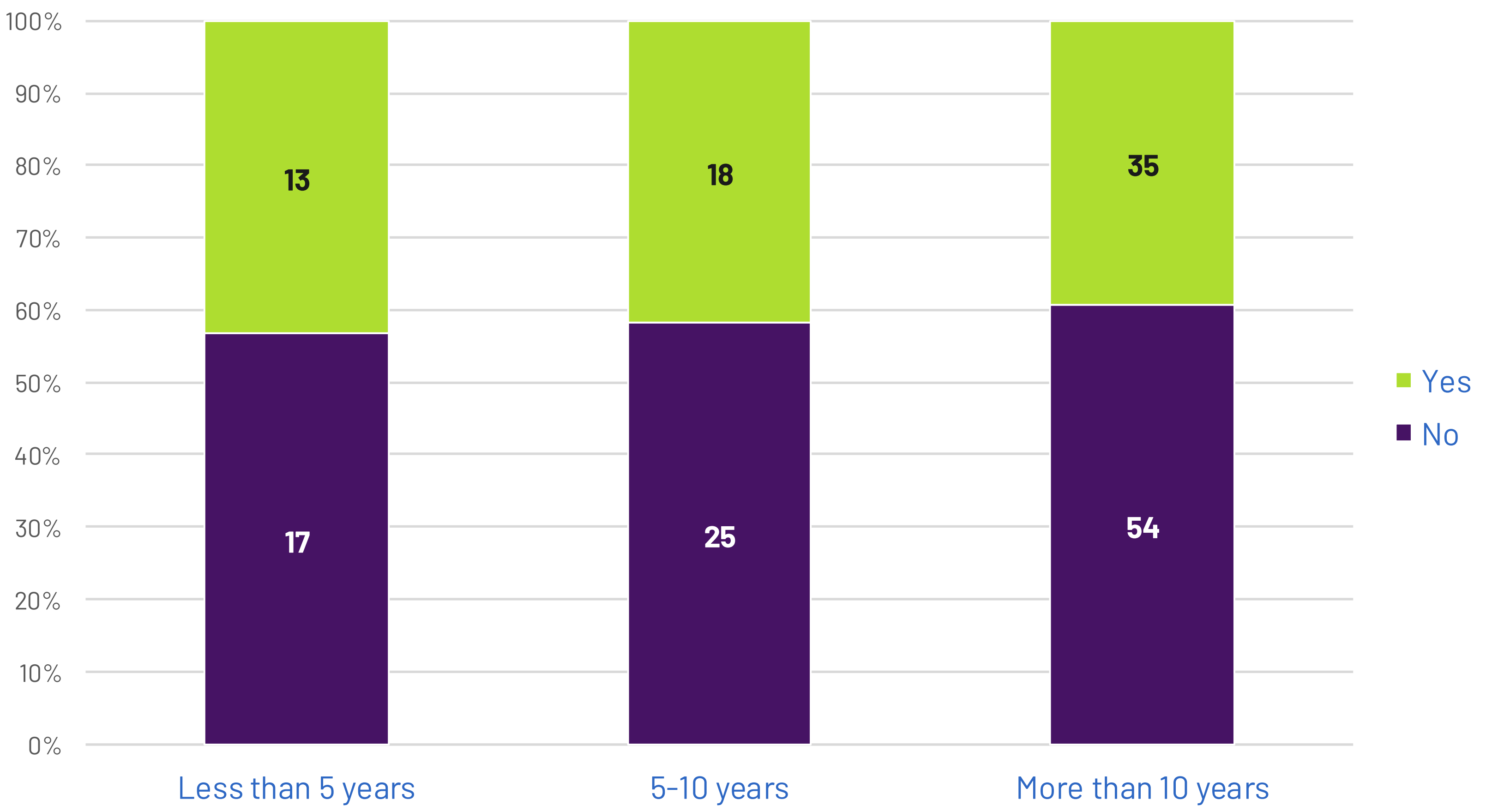
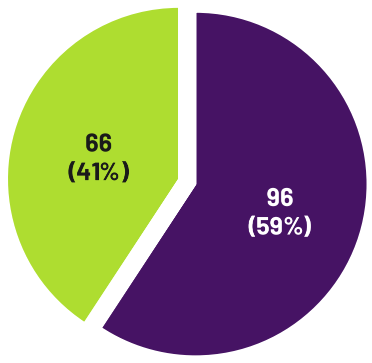
Question: Sometimes when I provide coaching, I charge my clients a monthly retainer.





n = 162

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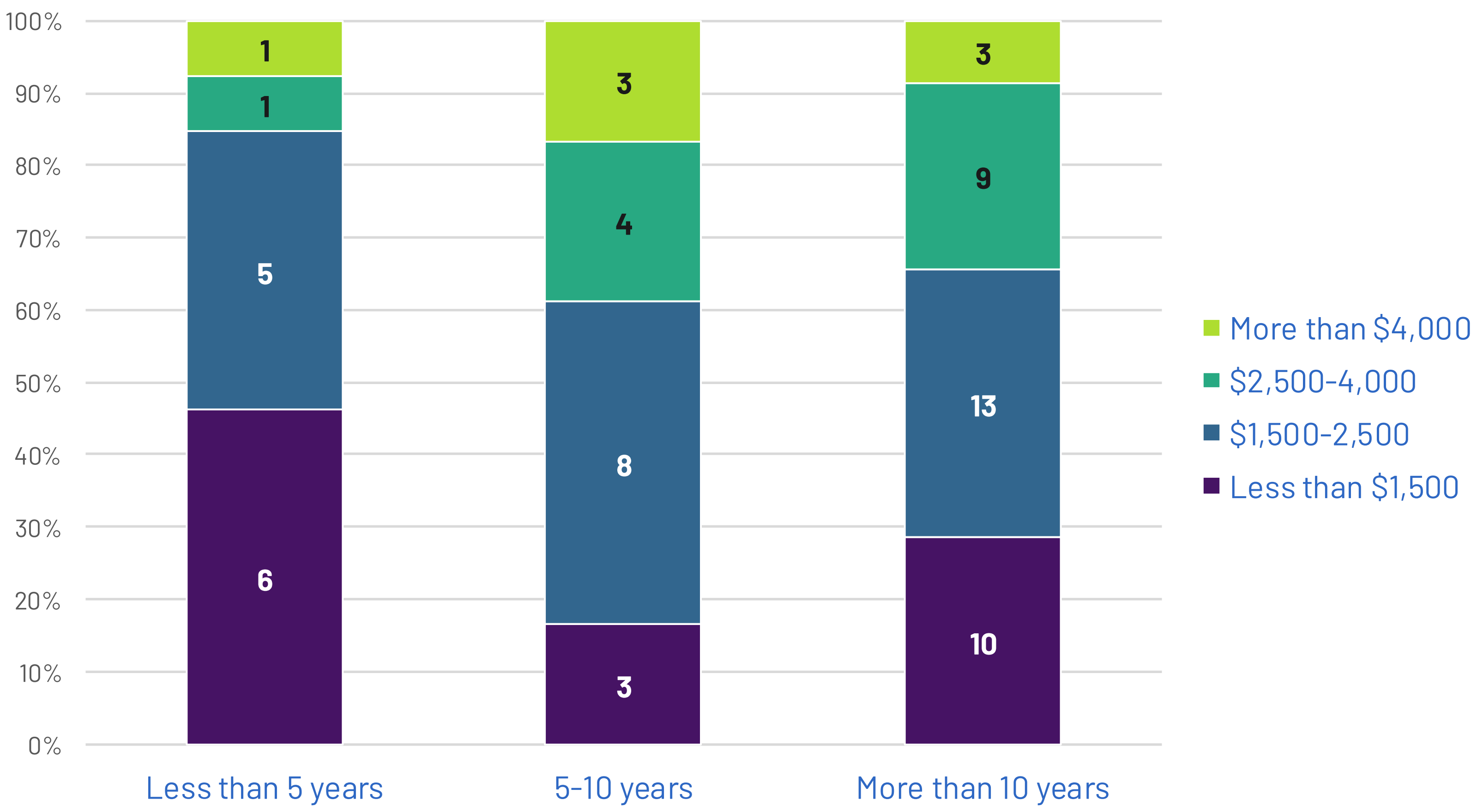
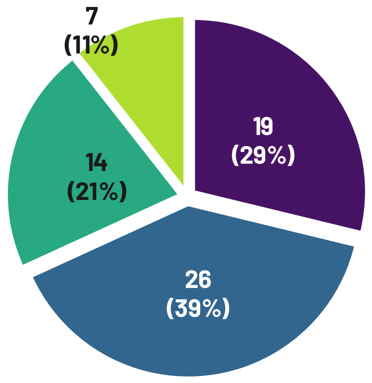
Question: My monthly retainer is most often:





n = 66

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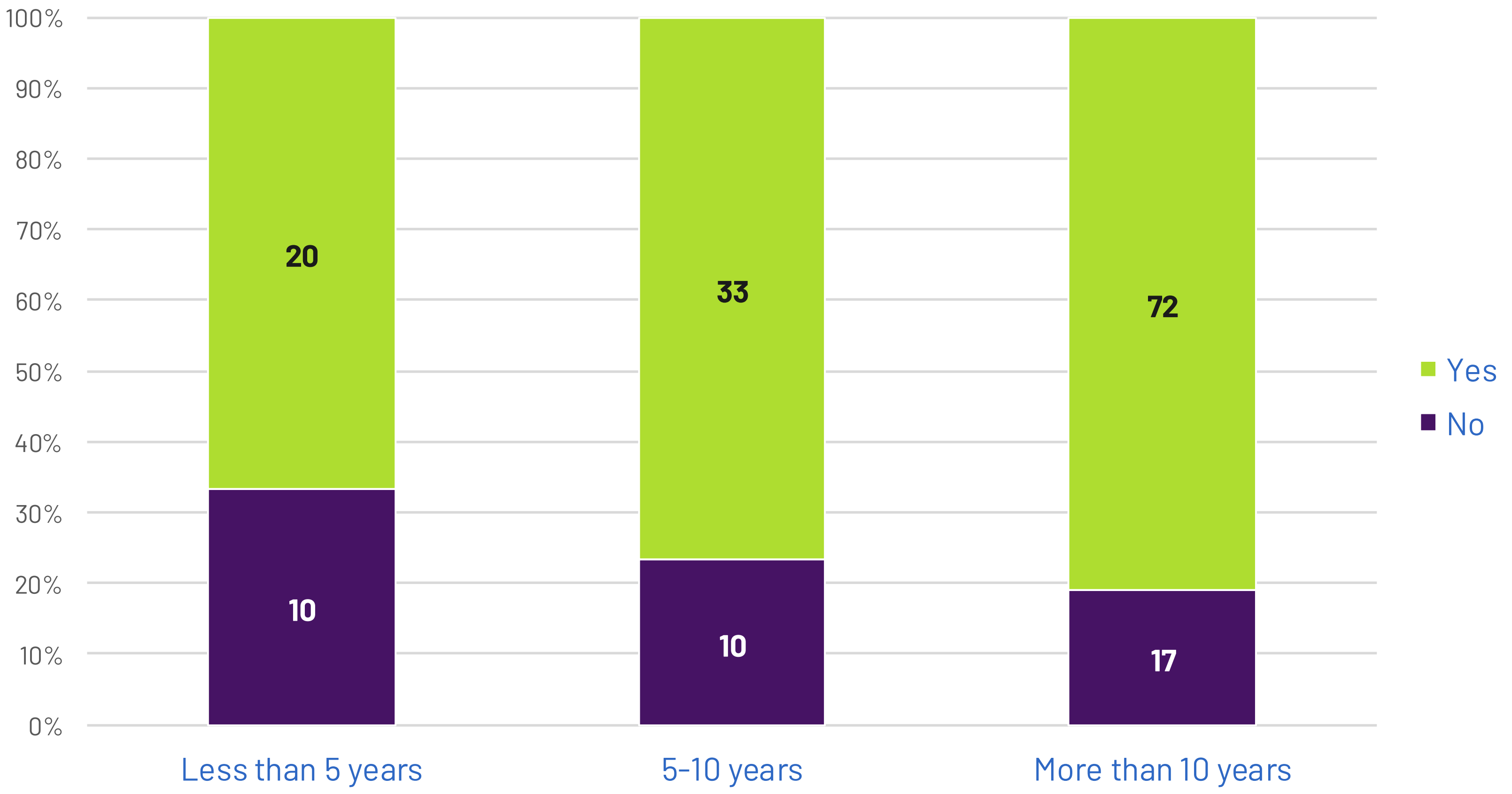
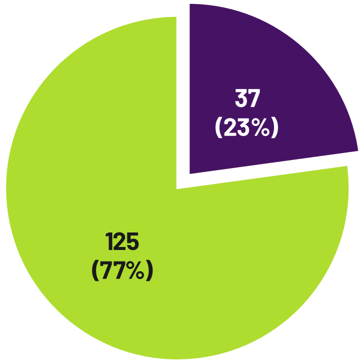
Question: In addition to coaching individuals in an organization, I also offer "events" (trainings, facilitation, etc.).





n = 162

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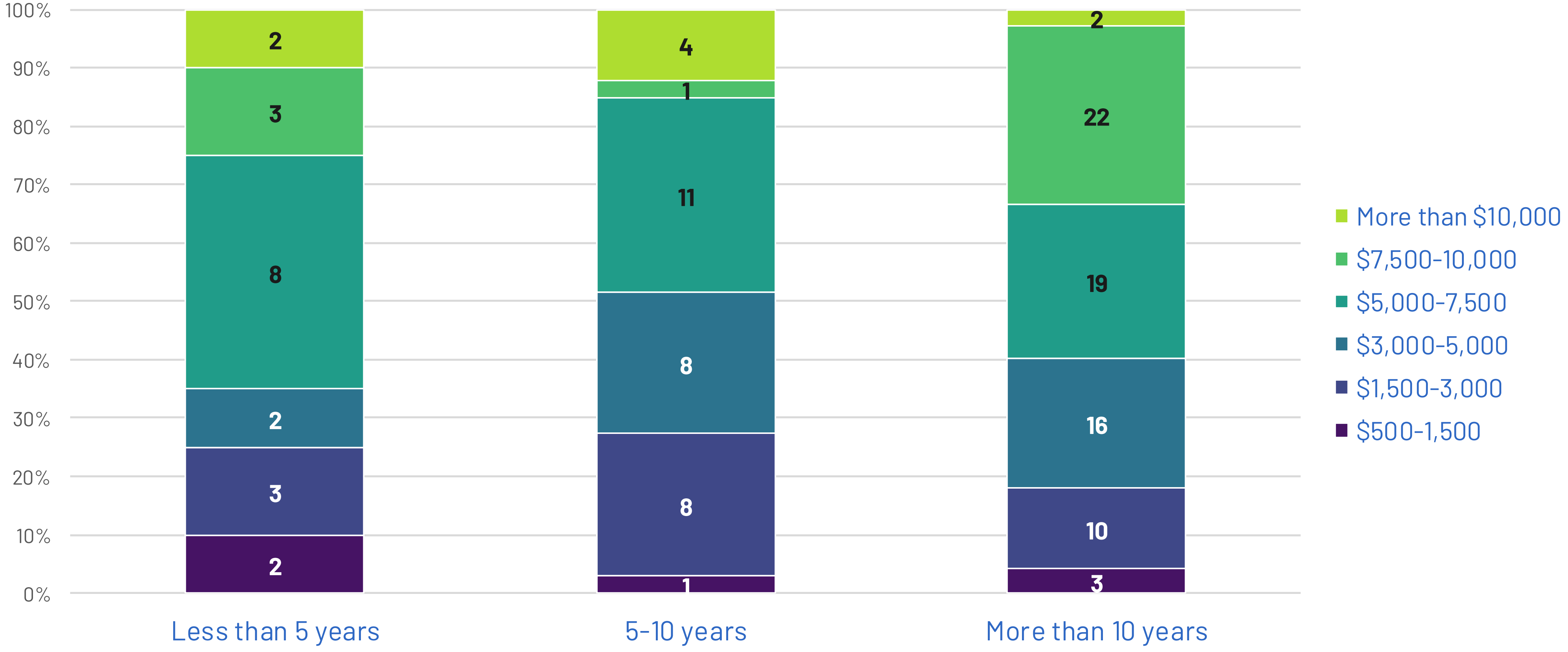
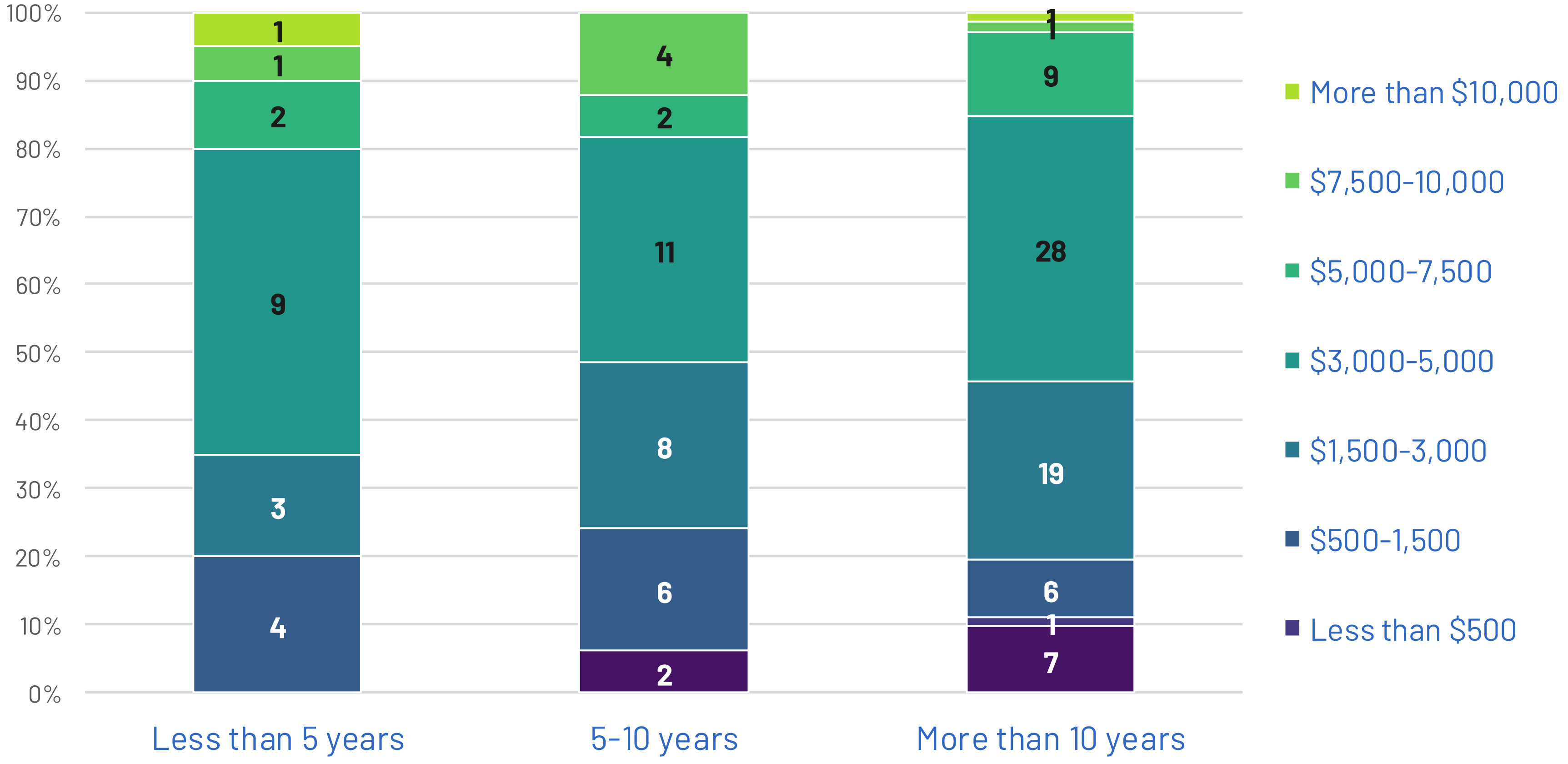
Question: My typical corporate day rate for an event is:



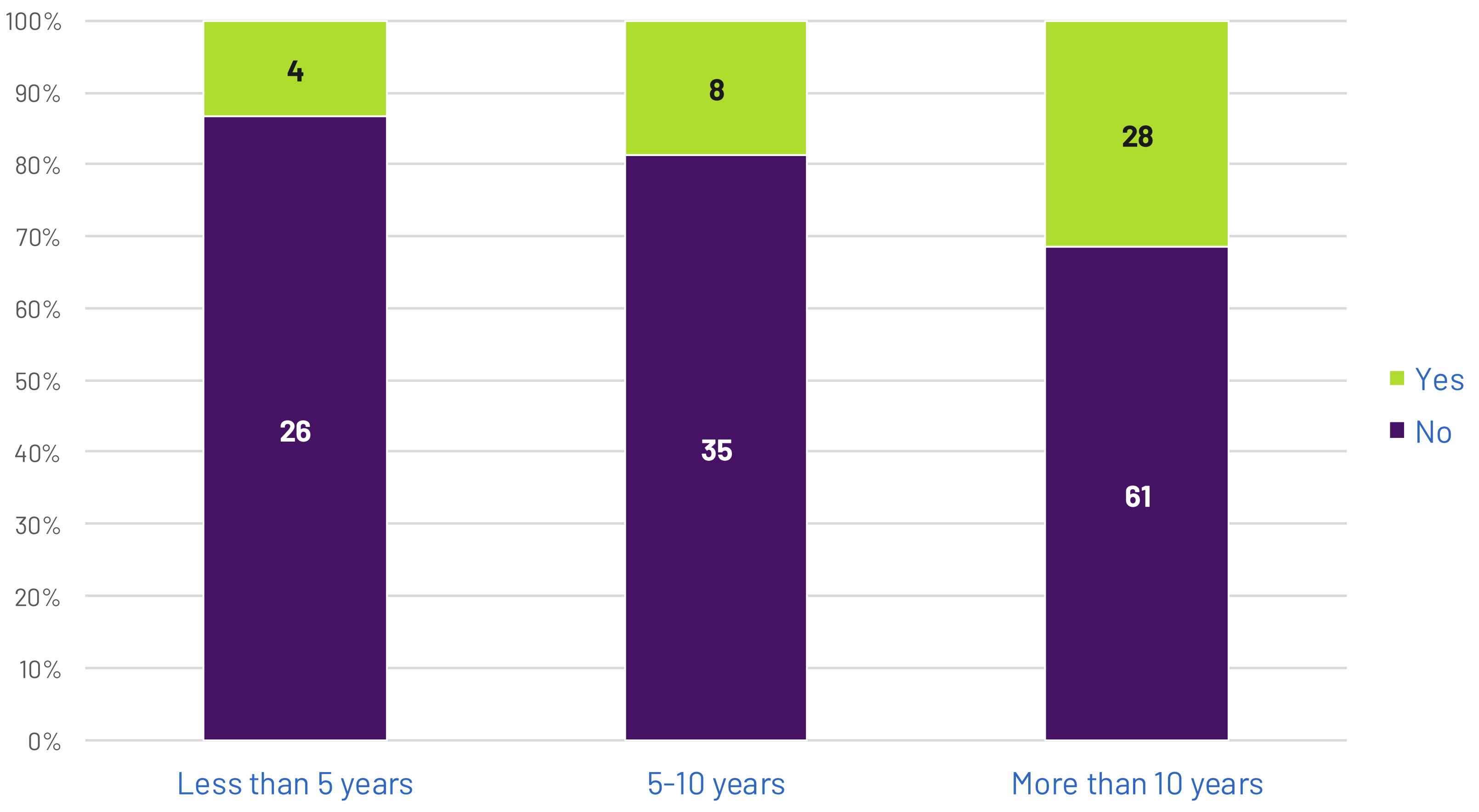
n = 125

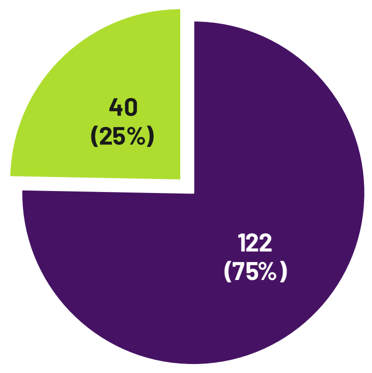
Question: When I offer a corporate half-day rate for an event, my typical half-day rate is:



n = 125

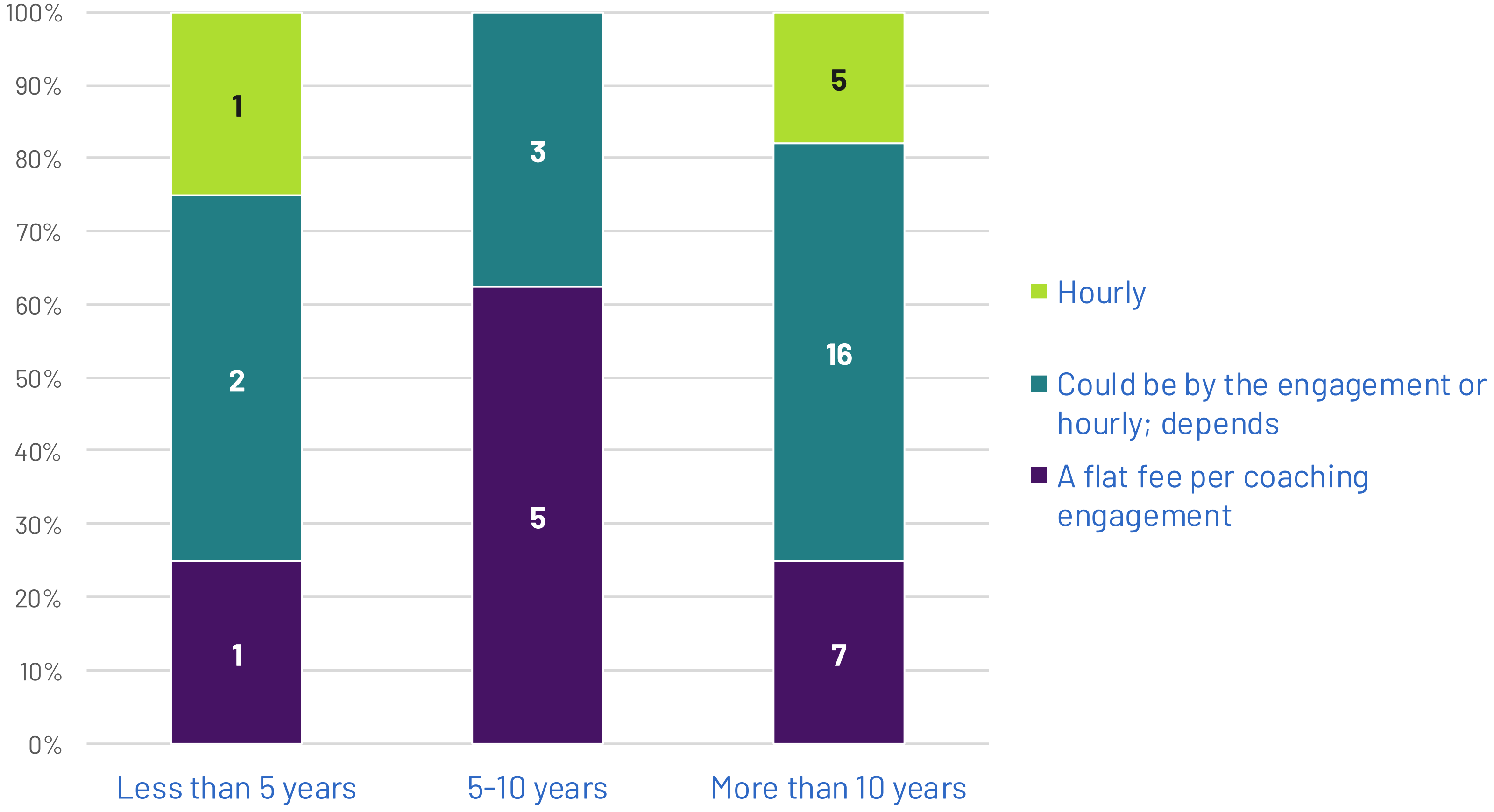
Question: I sometimes subcontract other coaches to work for me / my company.

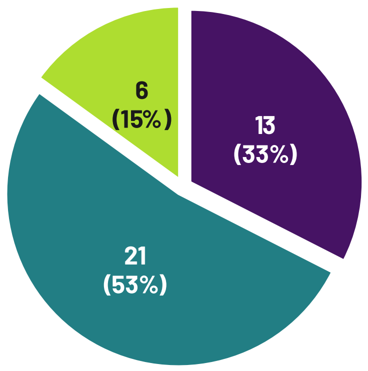




n = 162

Question: On average, I pay my subcontractors:





n = 40

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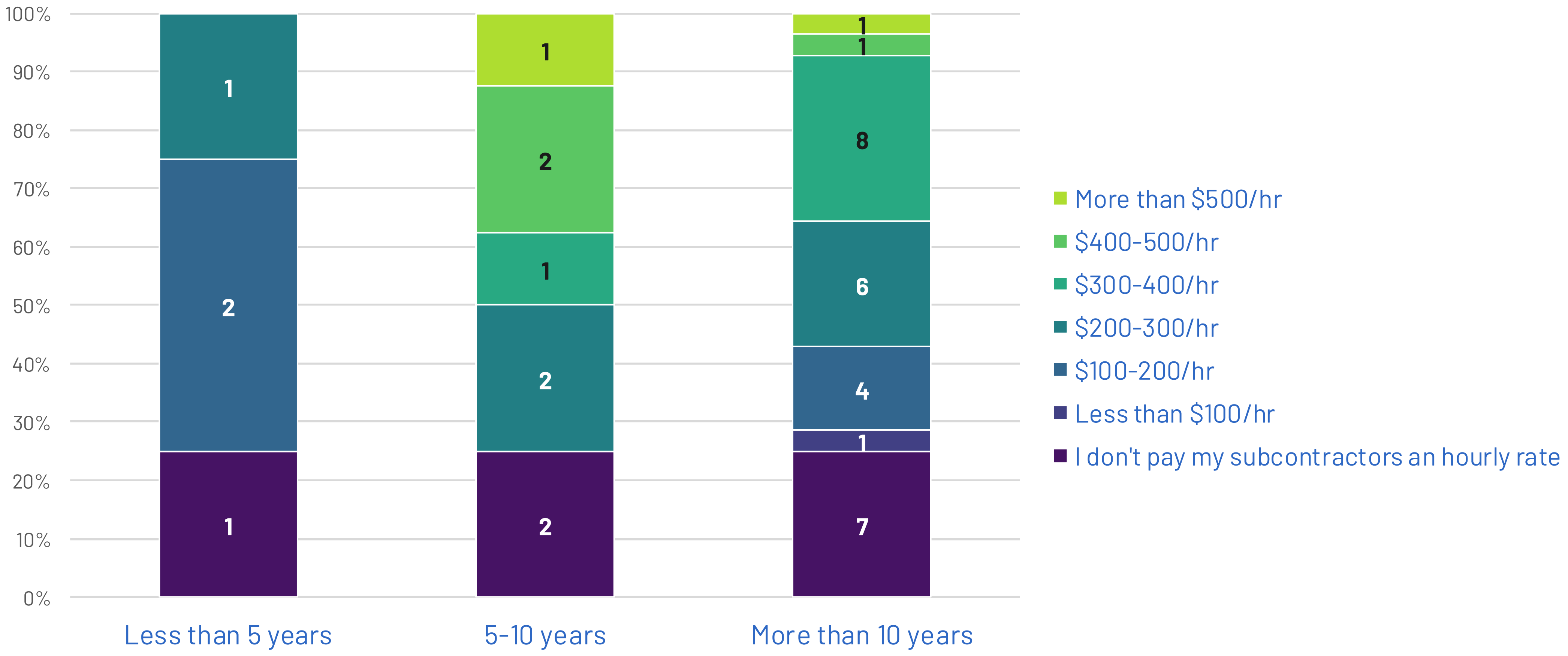
Question: When I pay my subcontractors an hourly rate, that rate is typically:



n = 40

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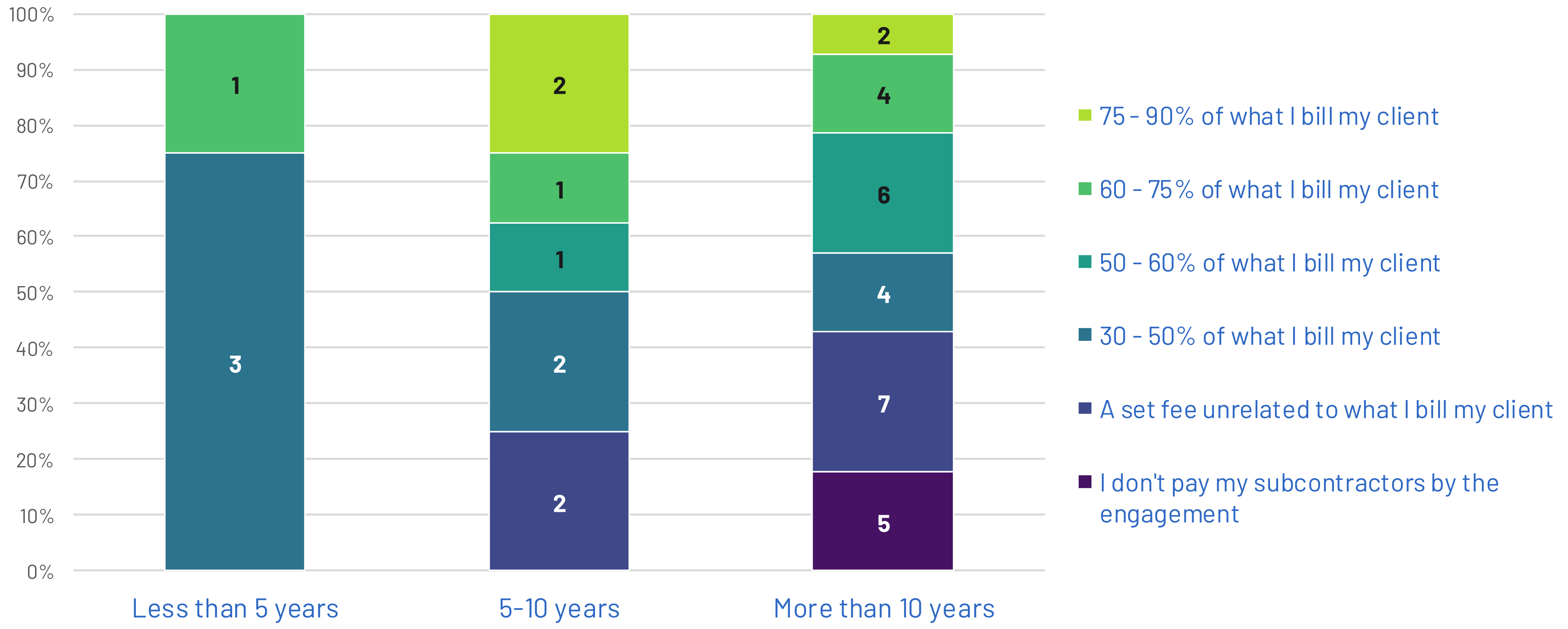
Question: When I pay my subcontractors a flat fee for a coaching engagement, I typically pay them:



n = 40

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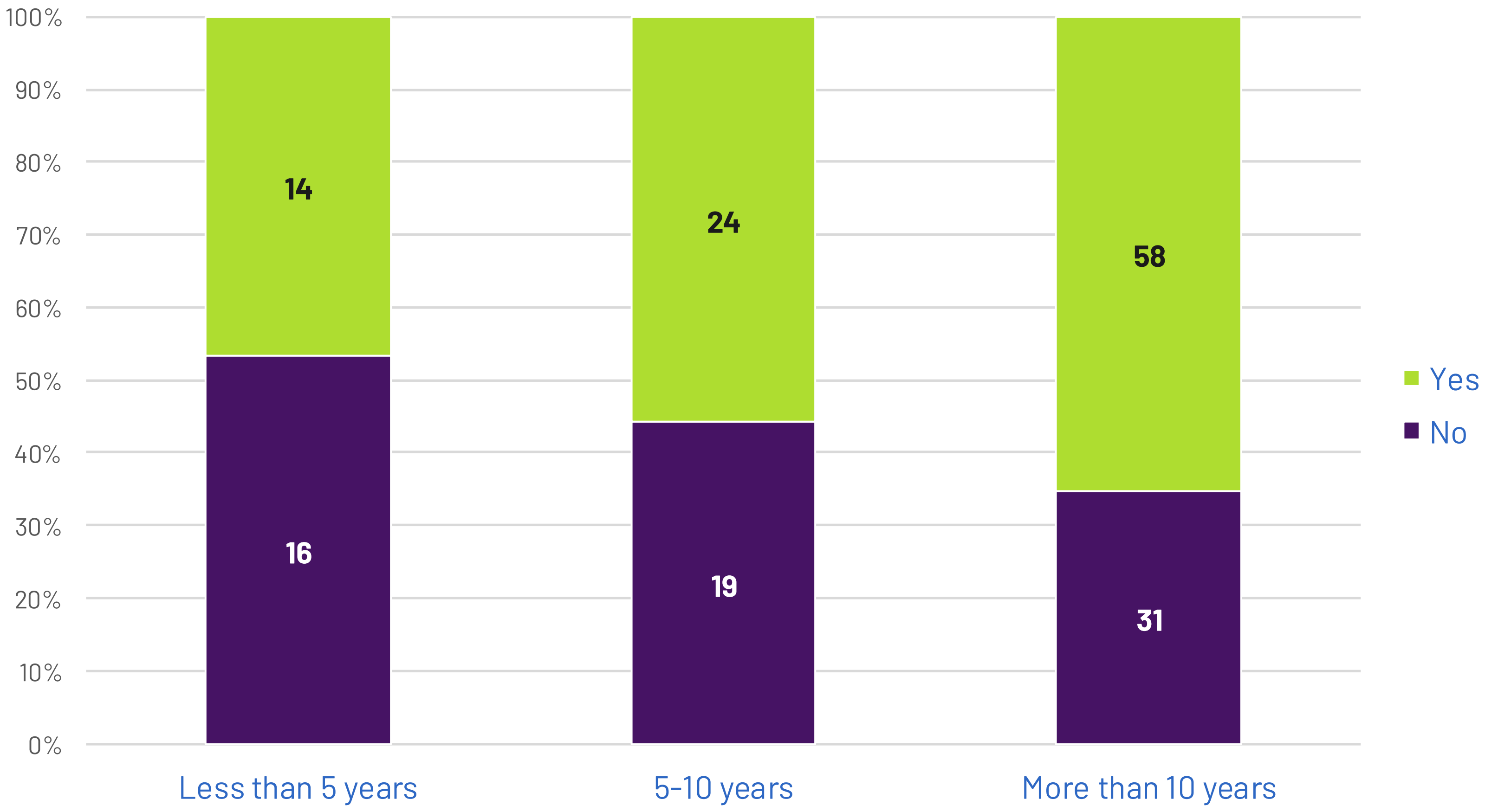
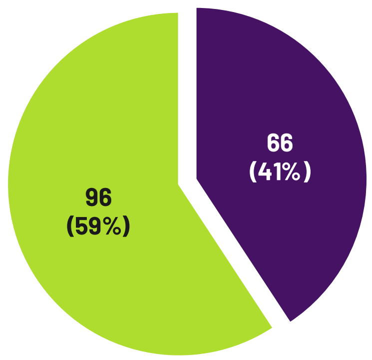
Question: I sometimes work as a subcontractor to other coaching companies.





n = 162

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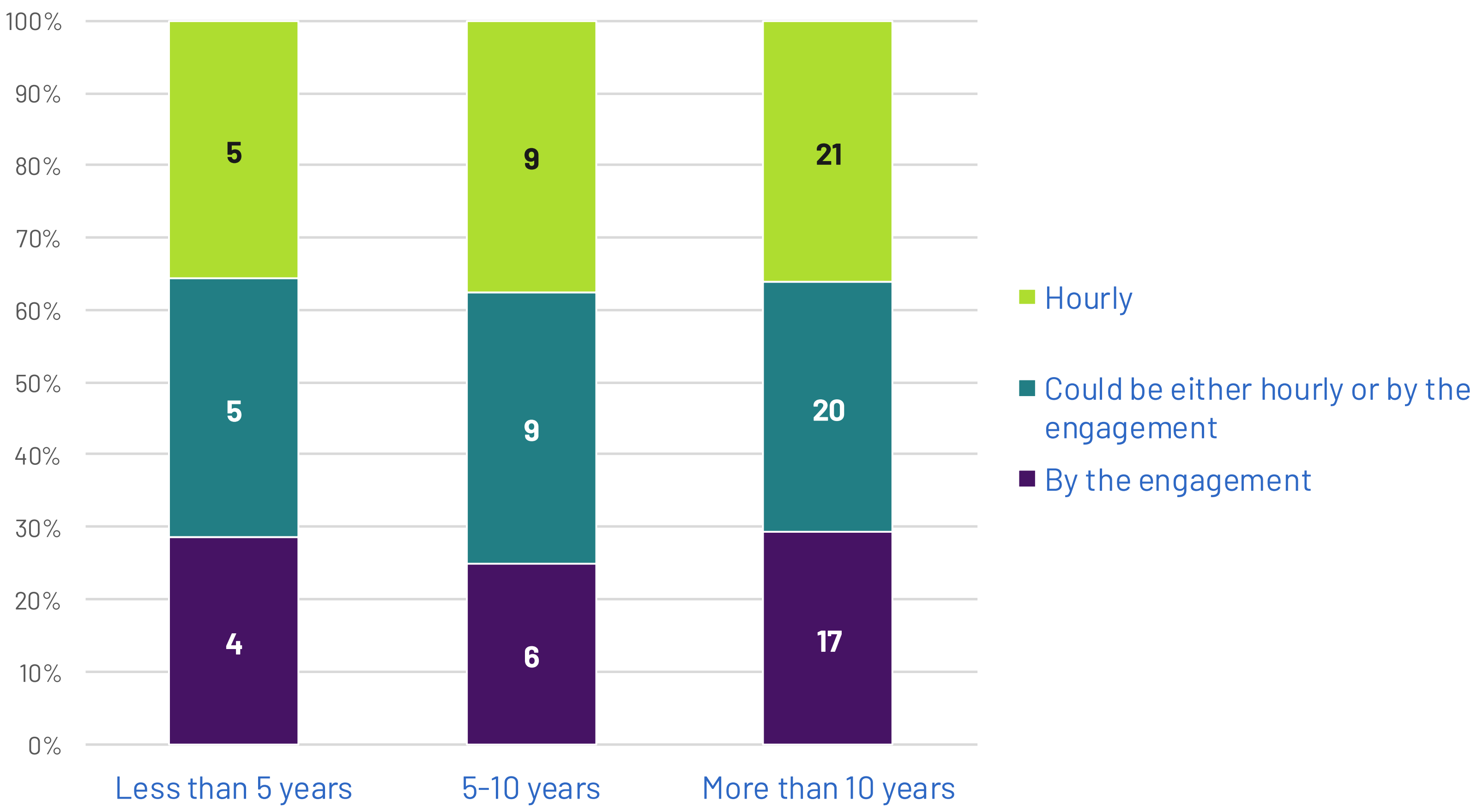
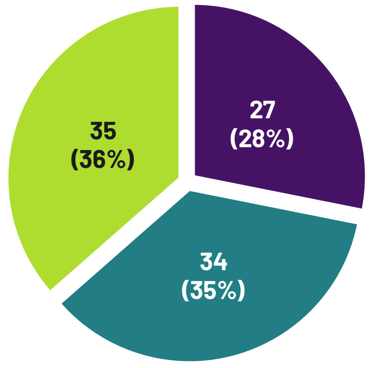
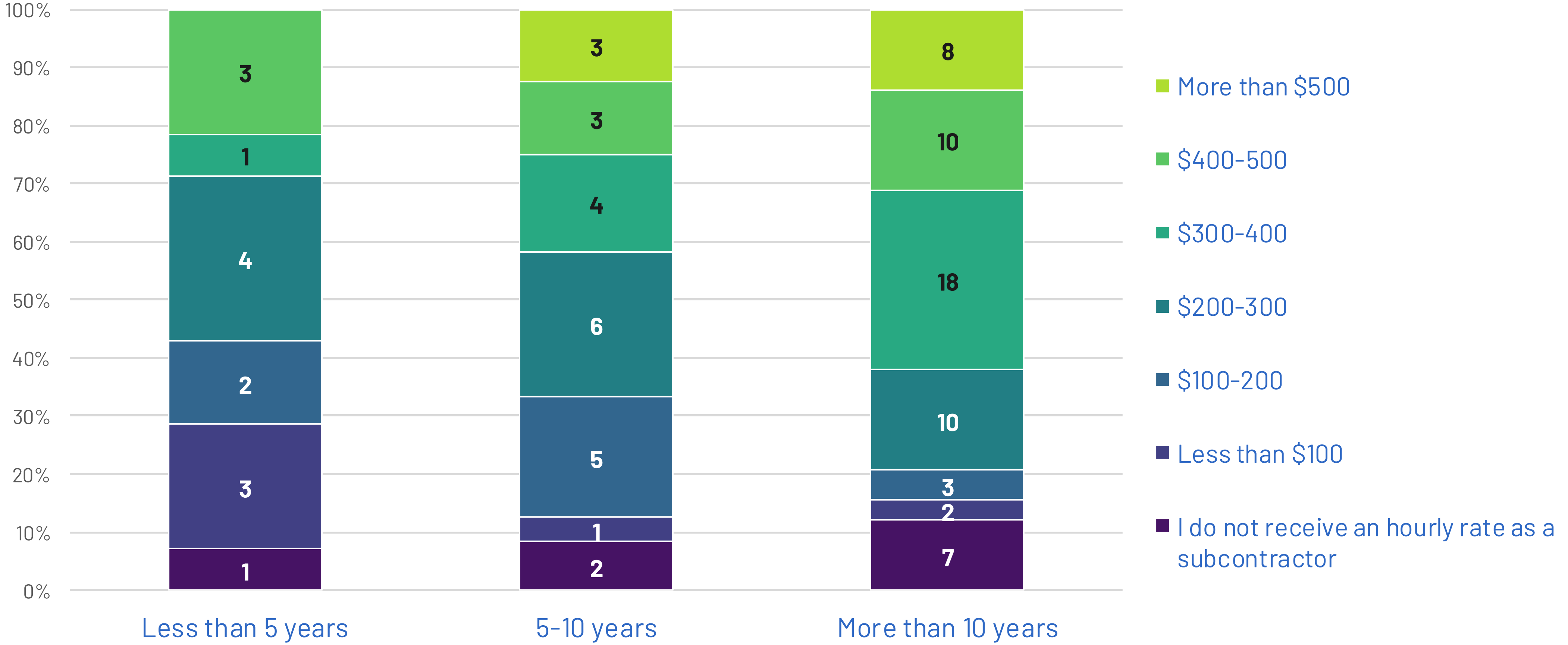
Question: When I deliver coaching as a subcontractor, I get paid:





n = 96

Question: As a subcontractor, the highest hourly rate I usually receive is:



n = 96

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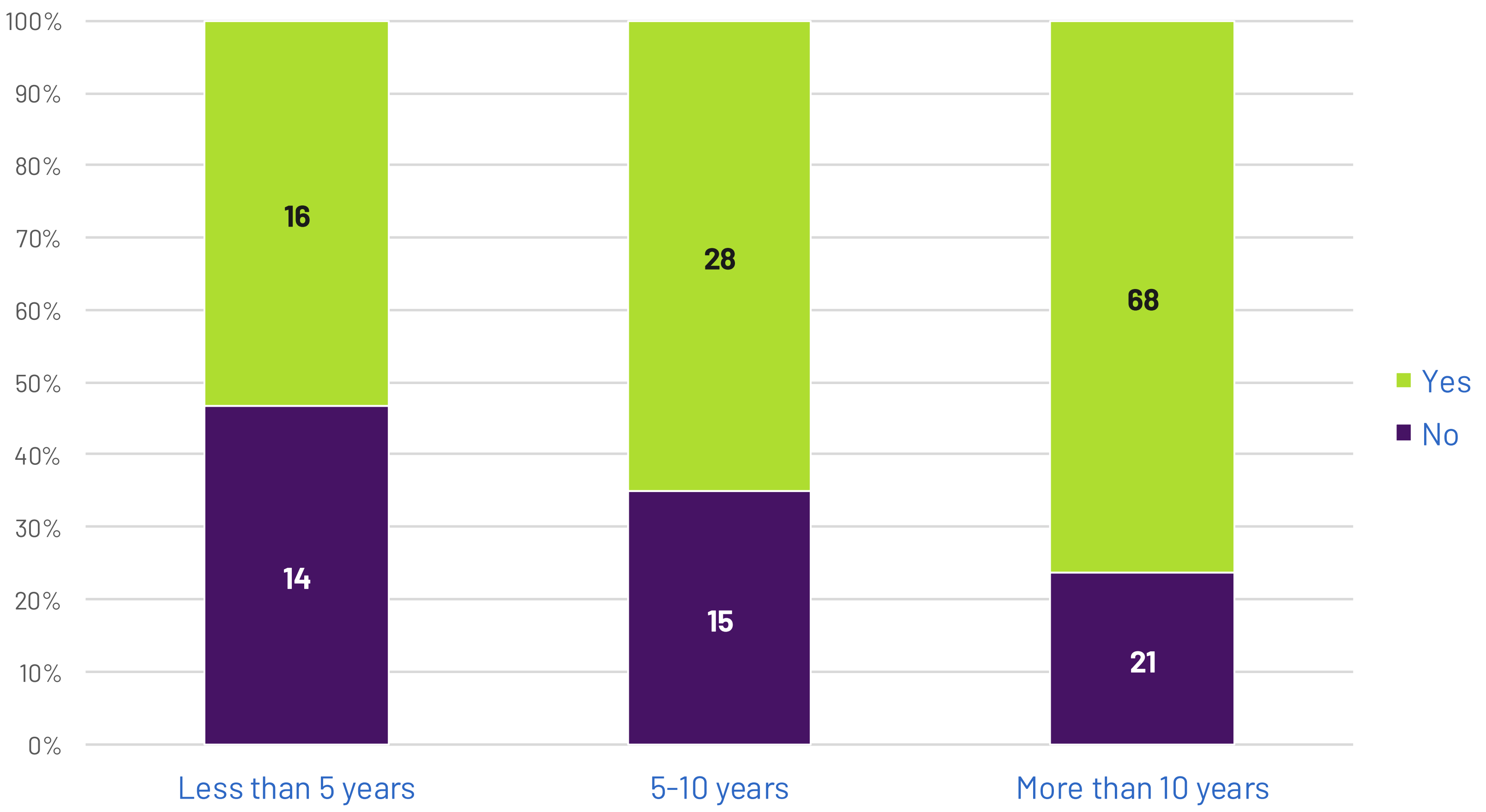
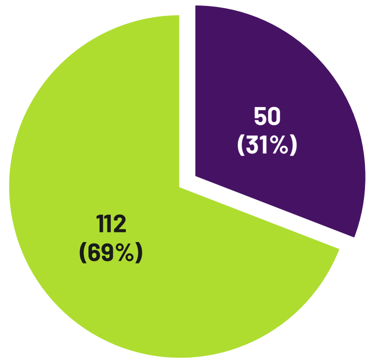
Question: As a subcontractor, the highest per-engagement fee I receive is typically:

n = 96

Question: I sometimes have clients that are non-profit organizations.





n = 162

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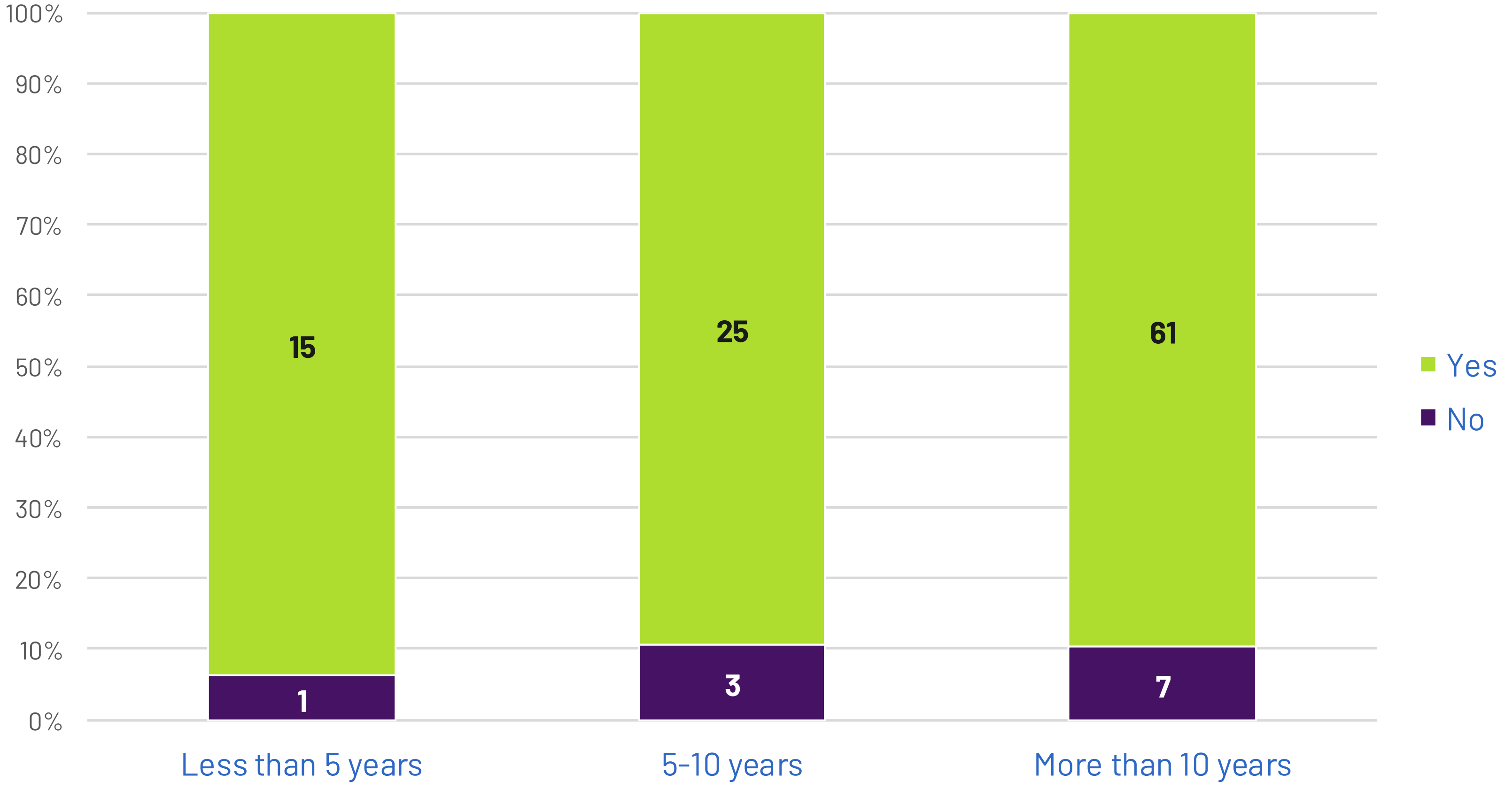
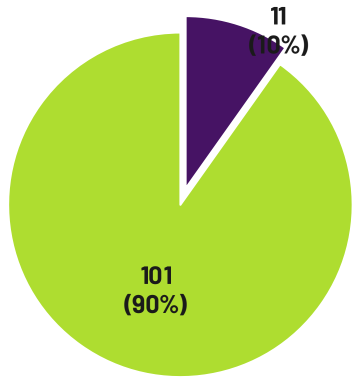
Question: When I provide services to non-profit organizations that are not pro bono, I may reduce my corporate rates.





n = 112

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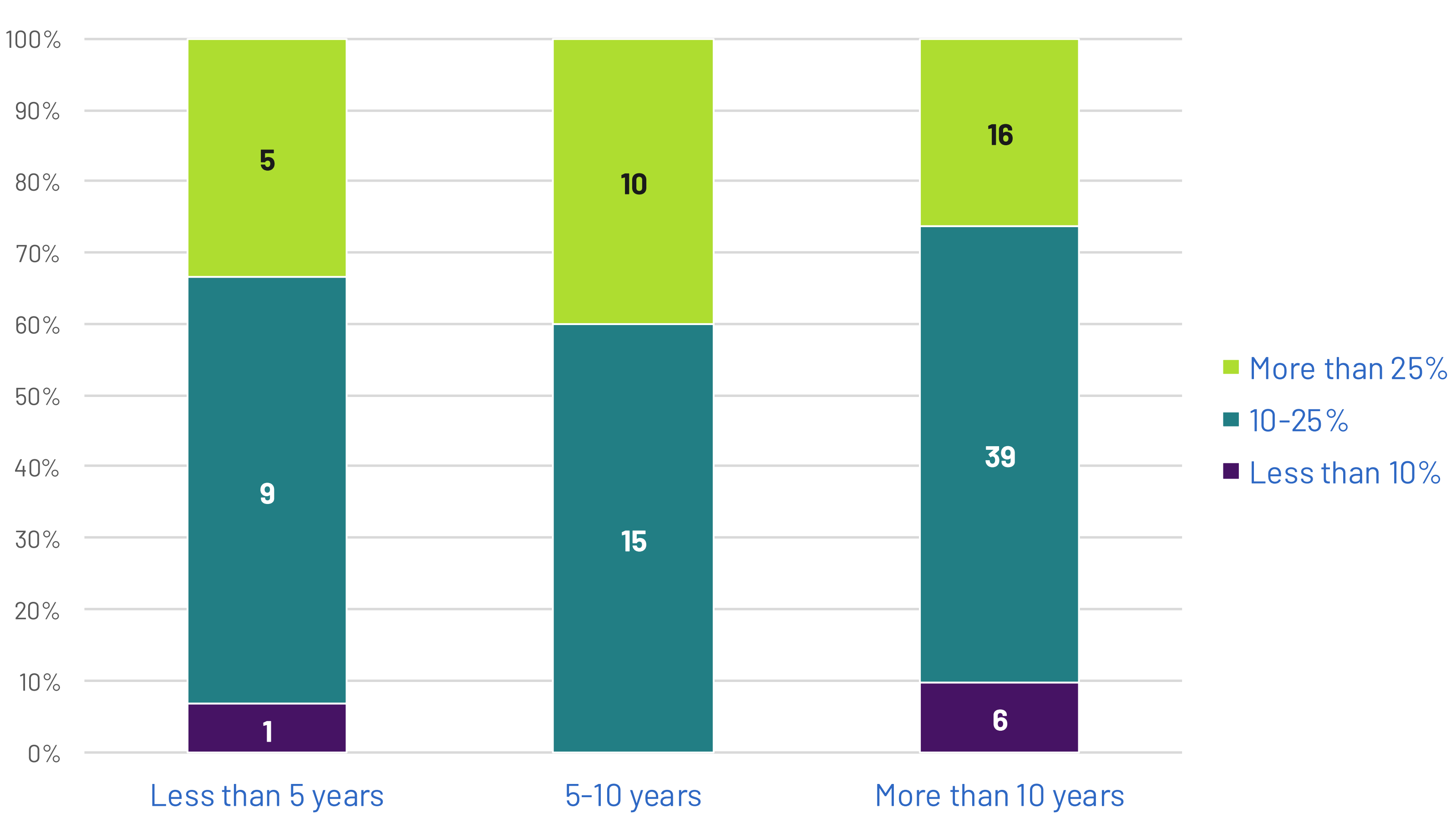
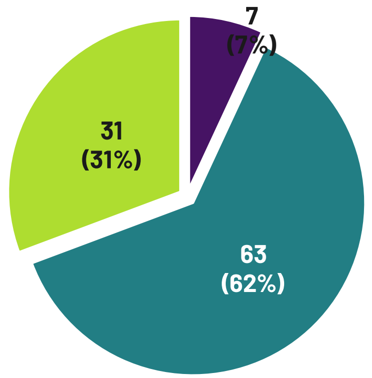
Question: When I reduce my rates for non-profit clients, I typically reduce them by:





n = 101

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Question: What other insights would you like to share about your pricing strategy? (page 1 of 3)

- Hourly coaching price varies depending on client seniority. While I don't discount non profit pricing, I offer different terms (session length and cancellation notice)
- varies highly based on the type of client, for example a corporate leader vs. business owner is vastly different as there is no "manager" and the person paying is the client rather than a sponsor.
- I build out proposals/packages, I started with estimated hourly rates for coaching and other types of work (assessments, 360 interviews, etc). Then I build in a buffer of potential additional unplanned time (calls, texts, etc). I take the final planning price and then round it up 10-15%. Then sell it as a total price, everything included. The details to get there are private and not shared with prospects or clients.
- I have different rates for individuals v. corporate engagements. Rates are significantly different.
- I tend to build packages from a base hourly rate, including pro-rated time for preparation and follow up as appropriate. I also offer some ala carte services at flat fees that can either be purchased separately or built into packages as necessary.
- NOTE- I have no ICF accreditation... never have. I started coaching 30+ years ago, and do not even think this was an option (if so, certainly, not common). While I see the value of it, especially for those newer in their career, it has really never been a disadvantage to me.
- Am I in the ballpark?
- Varies based upon size and revenue of company, plus stage of growth.
- The majority of my fee structure is project based.
- The level of Coachee influences me rate
- I also "value-engineer" packages from 60 to 45-minutes if cost is a challenge
- I am challenged by the changes in AI coaching and knowing my true value as a coach.
- Always the first thing to get cut is coaching. It has happened to me.
- Size of the company matters. Is the individual is coached who is paying matters, individual or company.

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Question: What other insights would you like to share about your pricing strategy? (page 2 of 3)

- I think it is important for all coaches to charge market rates or better and not undercharge. It Commoditizes coaching.
- Pricing has gone down in the last several years.
- Working full time while building my business, which means the extra time has to be worth it for me either in the short or long term. For direct corporate/well-established larger non-profits clients I charge my typical fees. For smaller non-profits operating on razor-thin margins, I offer a 25-50% discount on services that are paired back to protect my time. For subcontracting, in one instance I've accepted a lower rate to prioritize priority access to the kinds of clients I most want to work with as the business grows.
- I find that clients want hourly or "packages" of hours more than retainers. I have never had a client who agreed to a retainer and stuck with it - they are just too busy.
- I am open to sliding scale for clients that need it but have not promoted that widely.
- I'm working on building in an acceptable profit margin on top of the hourly rates to ensure all overhead costs are accounted for.
- I have not received per engagement fees thus far, but would be willing to do so
- I may adjust the package, but I aim to keep the core rate-per-coaching-hour consistent.
- I design any engagement so do not really have a set rate
- Value based pricing is my default. Tiered by org level of client and industry. I subcontract with EZRA (hourly very low for new industry exposure) and via another executive coach ($9k for 12 sessions plus two alignment mtgs with mgr - no assessments).
- I am a business coach. I will take into account current revenue, profitability as well as revenue targets to set fees.
- Hourly rates seem to work best for me now
- Volume impacts hourly pricing. Meaning how many execs do i coach in the company, how often per month (1x or 2x) how long is commitment.
- 90 minute sessions. Sold 12 at a time. Client can use them as rapidly or as slowly as they would like. They never expire. Meet them where they are at.
- I always prefer Package Pricing and then manage my time to get $500 per hour or more as a rate. It is not so much as price as cash-flow. Most small to mid size companies do not hesitate $1,500 to $2,500 per month over an extended period of time instead of paying $5,000 or more in big chunks.

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Question: What other insights would you like to share about your pricing strategy? (page 3 of 3)

- That I now base price on mutually quantified value.
- I have added an optional "Lifeline call" option for my executive clients at an hourly rate beyond my coaching package tuition. When real-time needs arise, they can Zelle me a flat rate of $167.00/20 mins/telephonic spot coaching call. This eliminates charging for time they may not use, protects my capacity, and provides them more discernment on when to pull this lever. I also charge $350/hr beyond my coaching package tuition for copy editing, drafting docs/resumes, etc.
- The majority of my time is spent as a consultant who offers coaching as an added component. I will also take individuals on a case-by-case basis for no less than $10,000
- minimum 6-month engagements
- I am a Vistage Chair so most of my clients are Vistage CE members. I only have a few private clients. I have been trained in ICF guidelines but have not yet sought certification. I plan to become certified within the year.
- I am willing to negotiate based on volume & length of the agreement.
- My pricing actually varies much more than I was allowed to indicate. For very high stakes coaching engagements I often charge much more than my indicated rates and occasionally when someone really doesn't have the funds, I will give an extra low rate. "High stakes" coachees might be a producer in the financial world such as an investment banker who is making millions or a CEO of a complex firm making millions.
- Would like to know how AI has affected coaching offerings.
- Pricing is so variable and negotiable depending on the referral source and party responsible for payment, as well as the party requesting the coaching service.
- basically $2500/day
- Adding services and making more money are at the top of my list of goals right now.
- We customize all engagements so the pricing is fluid, although we do not like to price our work for less than $250 per session hour.
- I price Team Coaching differently as it is over an arc of 9-12 months for a team of max 8-10 and I price facilitation differently.
- Everything is negotiable
- I evaluate each clients needs and establish long term engagements.

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Themes in the comments on pricing strategy (page 1 of 2)

Forty-four of the 162 respondents commented on their pricing strategy. Five themes run through what they wrote.

1. How the price is built

Private build-ups, single quoted number. The most fully described method is to estimate coaching and non-coaching hours at different internal rates, add a buffer for unplanned calls and texts, round up 10–15%, and quote one all-in figure — with the arithmetic kept private from the client.

Package first, hourly managed underneath. Several prefer package pricing and then manage their time to hit an effective hourly target, one naming $500/hr or better.

Value-based pricing. A smaller group prices against mutually quantified value or the client's revenue and growth targets rather than time.

2. What actually moves the price

Coachee seniority and stakes. Level of coachee is repeatedly named. One respondent charges well above their stated rates for "high stakes" coachees — an investment banker or a CEO of a complex firm — and well below when someone genuinely lacks funds.

Company size and who pays. Size, revenue and growth stage all feature, as does whether the person being coached is the person paying. Corporate and individual rates are described as significantly different.

Volume and commitment. Number of executives coached, session frequency and length of agreement are all cited as negotiable levers.

Referral source. One respondent prices differently depending on who referred the work and who requested it.

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Themes in the comments on pricing strategy (page 2 of 2)

3. Pressure on the market

Prices described as falling. One respondent states flatly that pricing has gone down over the last several years; another notes coaching is always the first budget line cut, from direct experience.

Undercharging as a shared risk. The concern that low rates commoditize coaching appears again, with a call for coaches to charge market rates or better.

AI enters the conversation. New this year: two respondents raise AI directly — one is challenged by AI coaching in knowing their true value, and one asks the SIG to find out how AI has affected coaching offerings.

A note on retainers. One respondent reports never having had a client stay with a retainer — clients want hours or packages of hours instead.

4. Structured flexibility, not blanket discounts

Rather than cutting the rate, several change the terms — different session lengths and cancellation notice for non-profits, scope pared back to protect time in exchange for a 25–50% discount, or a lower subcontract rate accepted deliberately to gain access to a desired client type. Sliding scales exist but are described as available rather than advertised.

5. Product design as pricing

Pricing is increasingly solved through packaging: blocks of twelve 90-minute sessions that never expire; monthly billing preferred over lump sums because mid-size companies accept $1,500–2,500 a month more readily than $5,000 at once; a flat-rate spot-coaching call between sessions; sessions value-engineered from 60 to 45 minutes; minimum six-month engagements; team coaching and facilitation priced on separate logic.

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Four-Year Trends in Pricing and Services

How to read this section

2024 and 2025 are directly comparable. Identical questions, identical answer bands.

2026 kept the questions but changed some bands. The hourly bands below $500 are unchanged, so movement there is reliable. The package price bands were widened at the top, so package movement is not directly comparable to prior years.

2023 used a different instrument — different sections, different bands, and an hourly question that asked specifically about corporate clients. It is shown for direction only, and its figures are read from published charts rather than raw data.

Percentages are of those who answered each question, not of all respondents. Gated questions have smaller bases.

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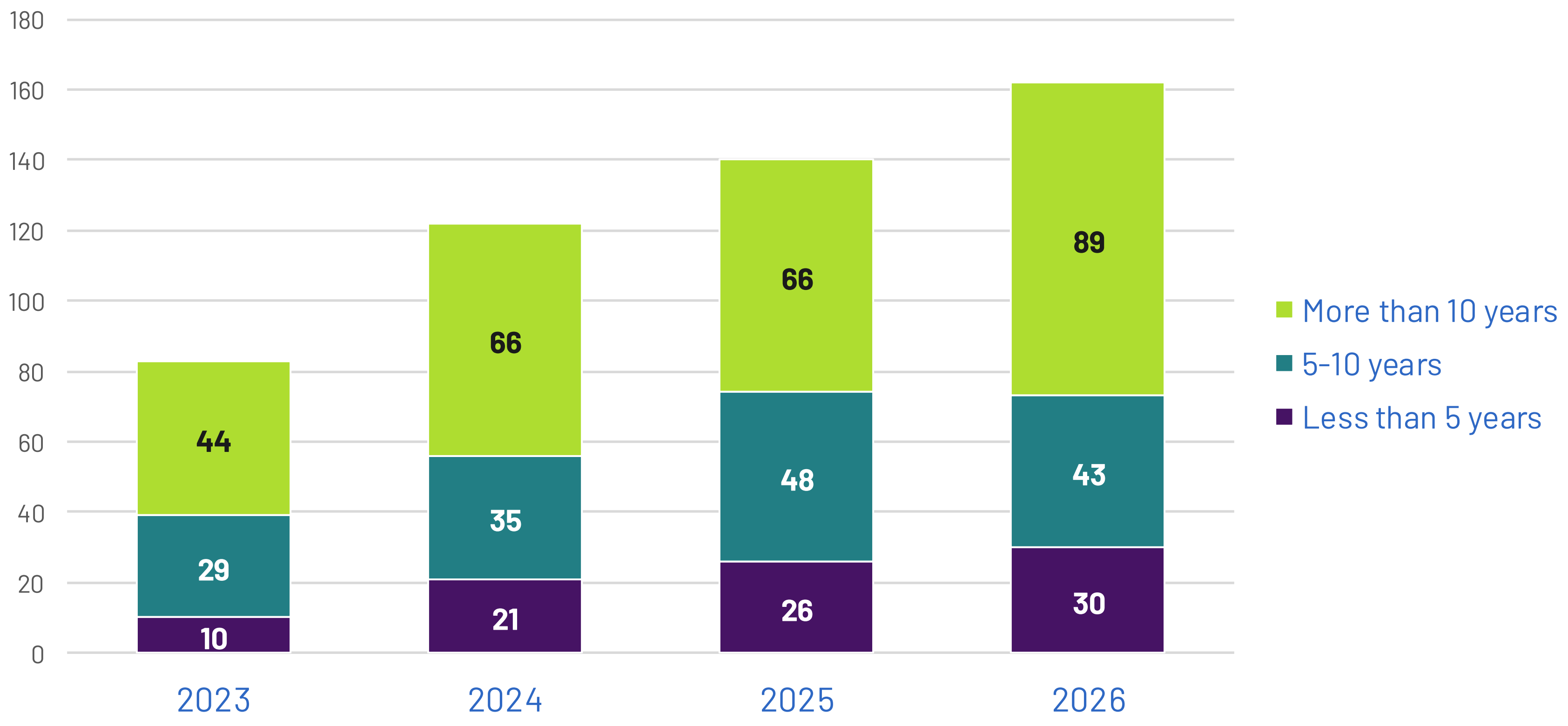
Participation has doubled, and the panel is getting more senior

Responses by year, split by years coaching



Total responses

83 → 122 → 140 → 162

Share with 10+ years

53% 54% 47% 55%

The 2026 panel is the most senior yet, which inflates any headline price figure that is not split by experience.

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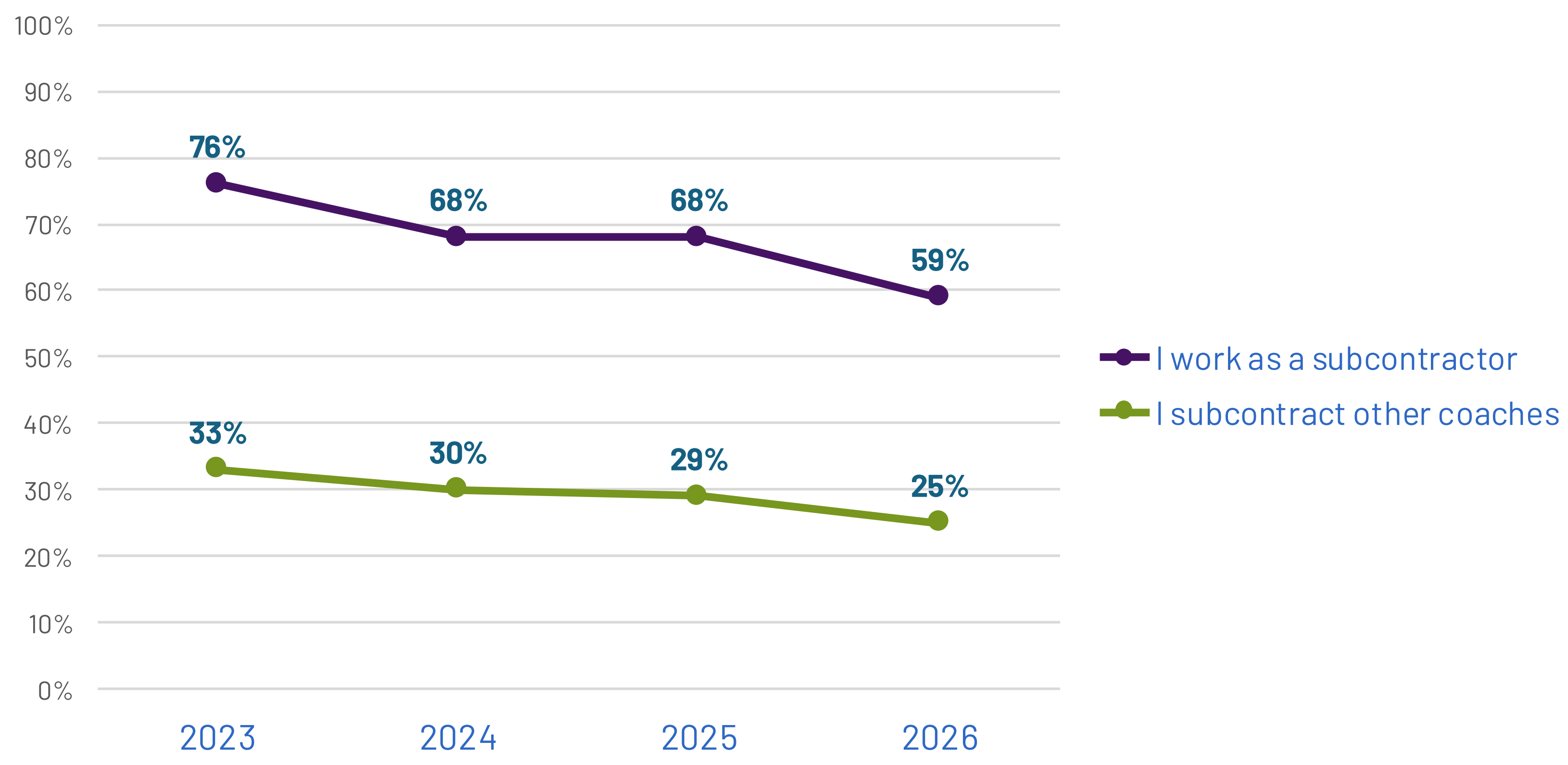
The subcontracting economy is shrinking on both sides

Share answering "yes" — the clearest sustained trend in four years of data



Fewer coaches are routing work through firms, and fewer are taking firm work.

The comments across all four years point the same way: aggregators that pay too little, and subcontract rates that have not risen over time.

2023 figures are approximate, read from published charts; the 2023 bases for these two questions differ from one another.

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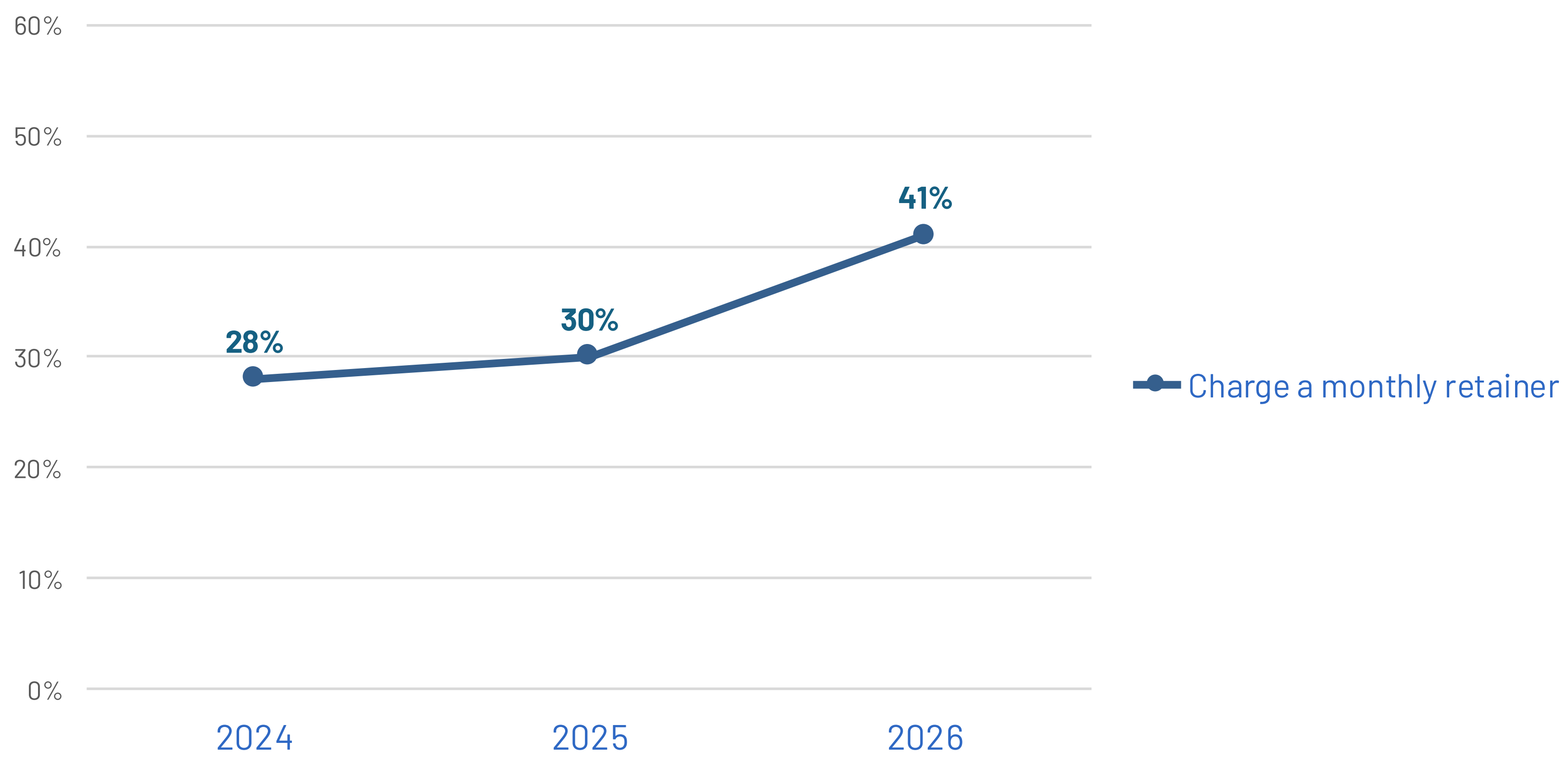
Retainers are rising sharply

Share who sometimes charge clients a monthly retainer



A ten-point jump this year.

The 2026 comments give the mechanism: mid-size companies absorb $1,500–2,500 a month more readily than $5,000 at once. This looks like a deliberate cash-flow strategy rather than a pricing change.

The 2023 survey did not ask about retainers.

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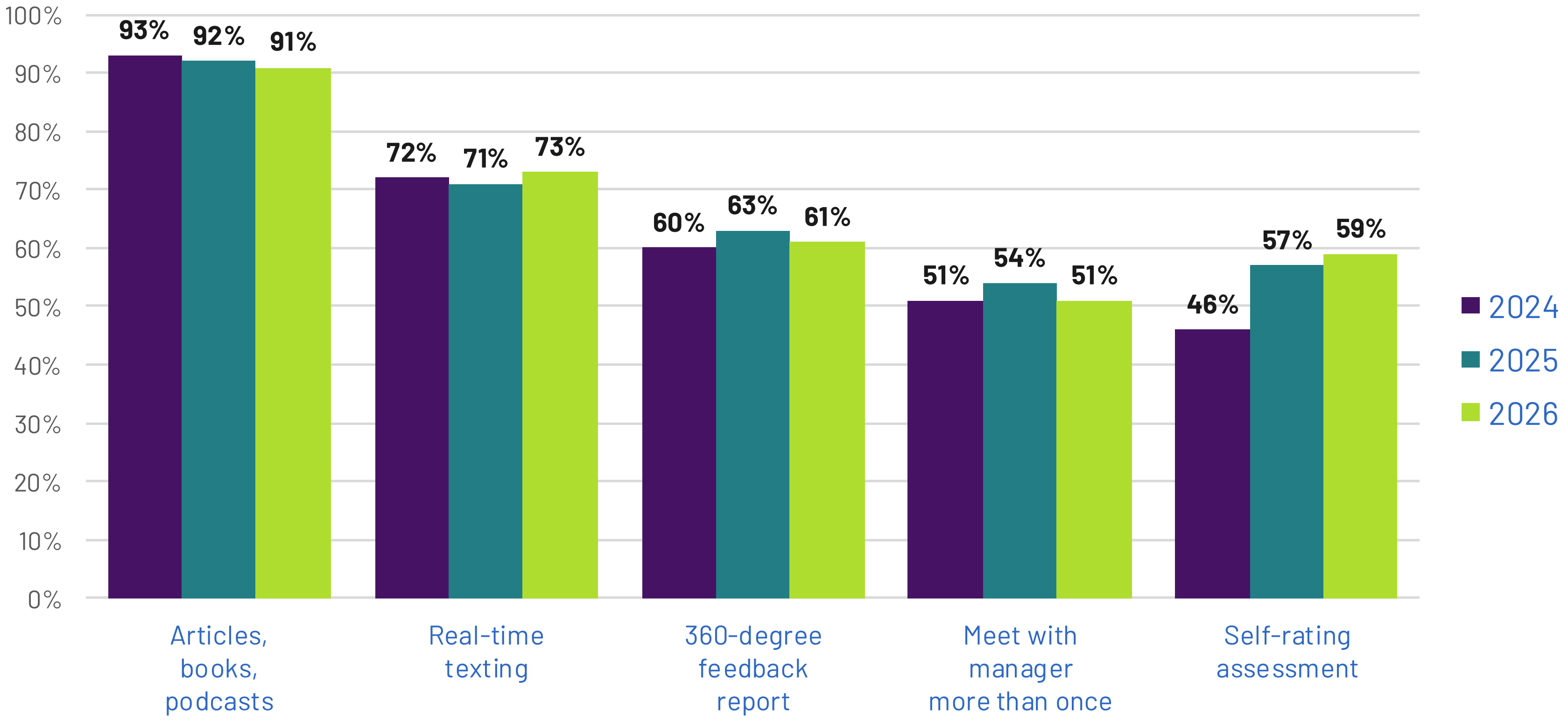
Package contents have not changed in three years

Share of package-offering coaches including each service



Prices move. The product does not.

Only self-rating assessments show real movement, up 13 points. Everything else is flat within a few points across three years.

Differentiation in this market is happening on price, not on what is offered.

2023 did not ask this question. Base each year is coaches who offer packages: 98, 119, 125.

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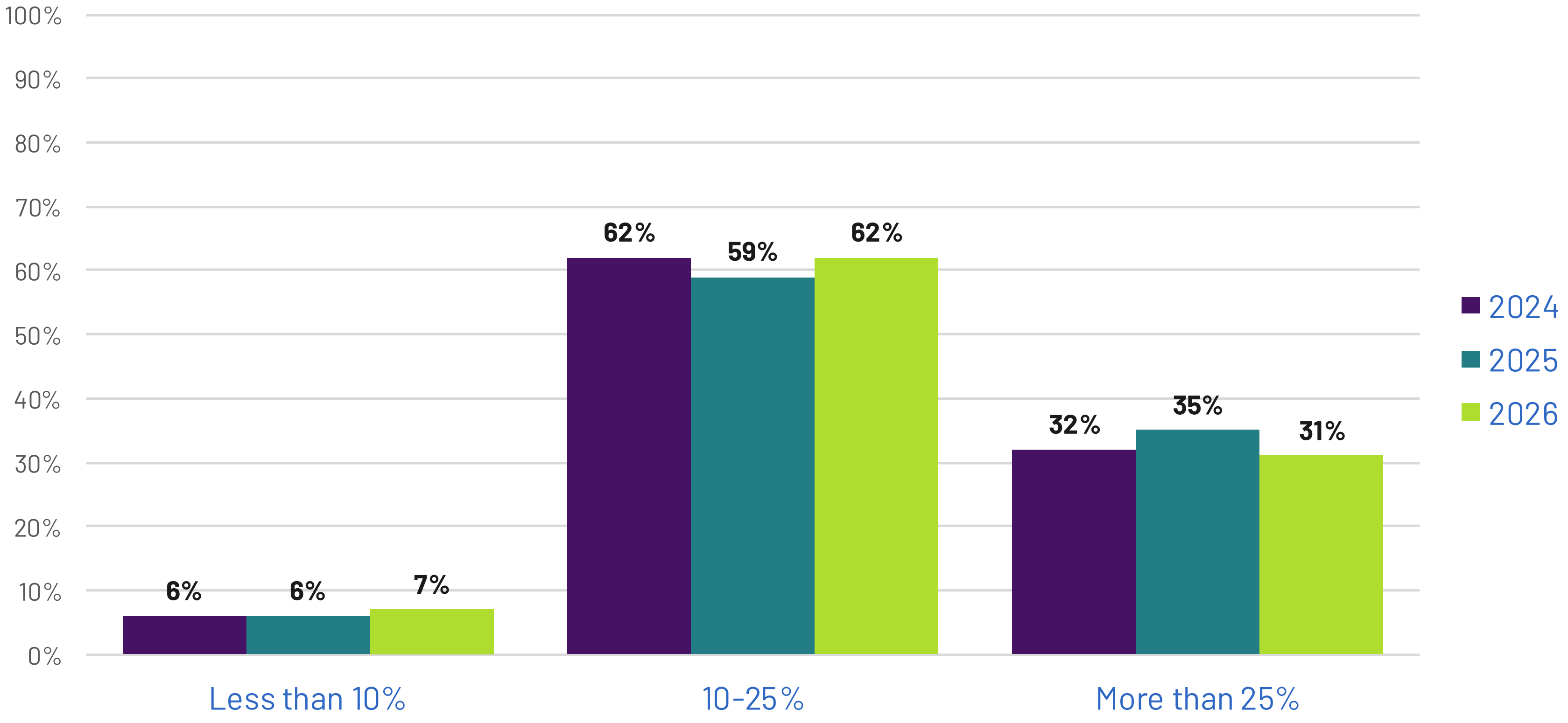
Non-profit discounting is a settled chapter norm

Size of the discount, among coaches who reduce rates for non-profits



The most stable behavior in the dataset.

Roughly nine in ten coaches with non-profit clients discount — 88%, 86%, 90% across the three years.

And 10–25% has been the modal discount every single year. This is the one figure the chapter could publish as a benchmark with real confidence.

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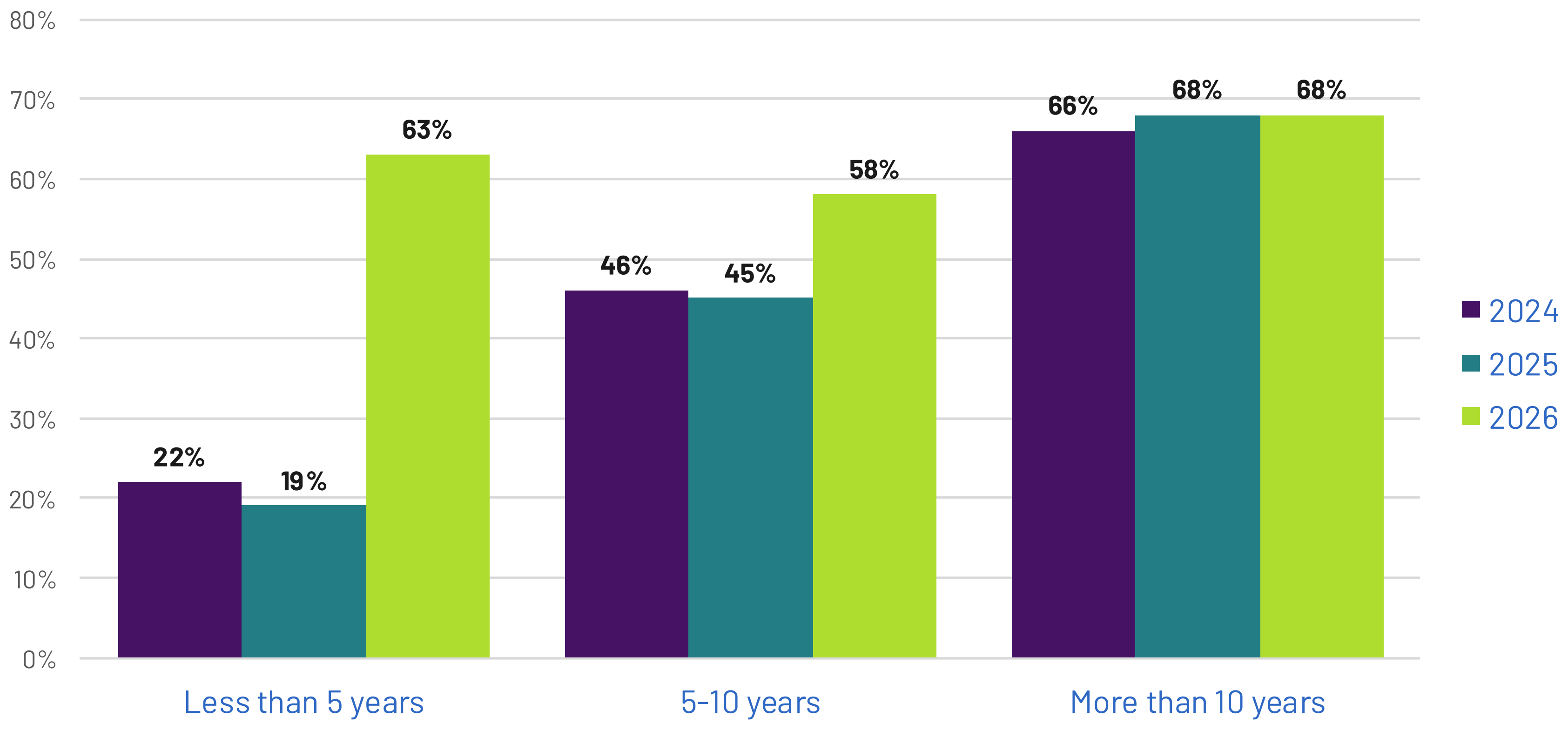
The experience premium has collapsed

Share charging $300 per hour or more, by years coaching — bands unchanged since 2024



Senior rates have not moved in three years.

Newer coaches tripled. The gap between the most and least experienced fell from 44 points to 5.

Either newer coaches have stopped underpricing, or experience no longer commands a premium. Both readings fit the flat senior line.

Base is coaches who charge an hourly rate. The under-5-years group is small each year (18, 16, 19), so treat that line with caution.

Los Angeles Charter Chapter

What to take away from the fourth year

- **The market is flattening.** The durable story is not that prices rose or fell. Senior hourly rates have been flat since 2024. What changed is the shape of the market around them.
- **The subcontracting channel is contracting.** Four straight years of decline on both sides. Worth asking the room why.
- **Billing structure is where the innovation is.** Retainers up 13 points in two years, while the service bundle sat still.
- **One number is not yet trustworthy.** Six-month package prices appear to have jumped from 25% to 63% above $15,000 — but that coincides exactly with widening the top price bands this year. Offering higher bands can pull self-reports upward. The hourly finding does not have this problem, which is why it leads.
- **Recommendation for 2027: freeze the 2026 bands exactly.** One more year on identical bands will tell us whether the compression is real or an artifact. That single decision matters more than any question we could add.