

Coaching works.

What the research says about how life & leadership coaching improves people's lives

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Three findings: coaching measurably improves self-regulation, confidence and well-being — and clients say it was worth it

$g = 0.74$

Effect of coaching on goal-directed self-regulation — a large effect across 18 studies (Theeboom et al., 2014)

80%

of coaching clients report increased self-confidence; 70%+ report better relationships, communication and performance (ICF, 2009)

96%

of clients say they would repeat the coaching experience; 83% are "very satisfied" (ICF, 2009)

What this means for you

Coaching is one of the few personal-development interventions with a measured, replicated effect. The gains are strongest exactly where most people struggle alone: turning intentions into consistent action (self-regulation), coping with pressure, and sustaining well-being. The format — in person, by video or blended — does not change the result (Jones et al., 2016), which is why bilingual, remote coaching reaches Hispanic professionals and leaders as effectively as an office visit.

Most people are trying to change their lives alone — and disconnection is now a public-health problem

1 in 2

U.S. adults report measurable loneliness (Surgeon General, 2023)

16%

turn first to a friend when they need support — down from 26% in 1990 (Cox, 2021)

12%

of Americans have no close friends at all — four times the 1990 rate (Cox, 2021)

≈15

cigarettes a day: the mortality effect of social disconnection (Surgeon General, 2023)

Why this matters for coaching

Goals fail in isolation. Without a structured, trusted relationship to plan, act and be held accountable, good intentions dissolve under daily pressure. Coaching supplies exactly the two things the data says people are missing: **a consistent relationship** and **a method for turning goals into action**. For Hispanic professionals and ministry leaders — often far from family and carrying two jobs — that combination is rare and valuable.

DEFINITION

Coaching is a structured partnership focused on the client's goals — distinct from therapy, mentoring and consulting

ICF definition

"Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

The Faith-Driven Leadership approach

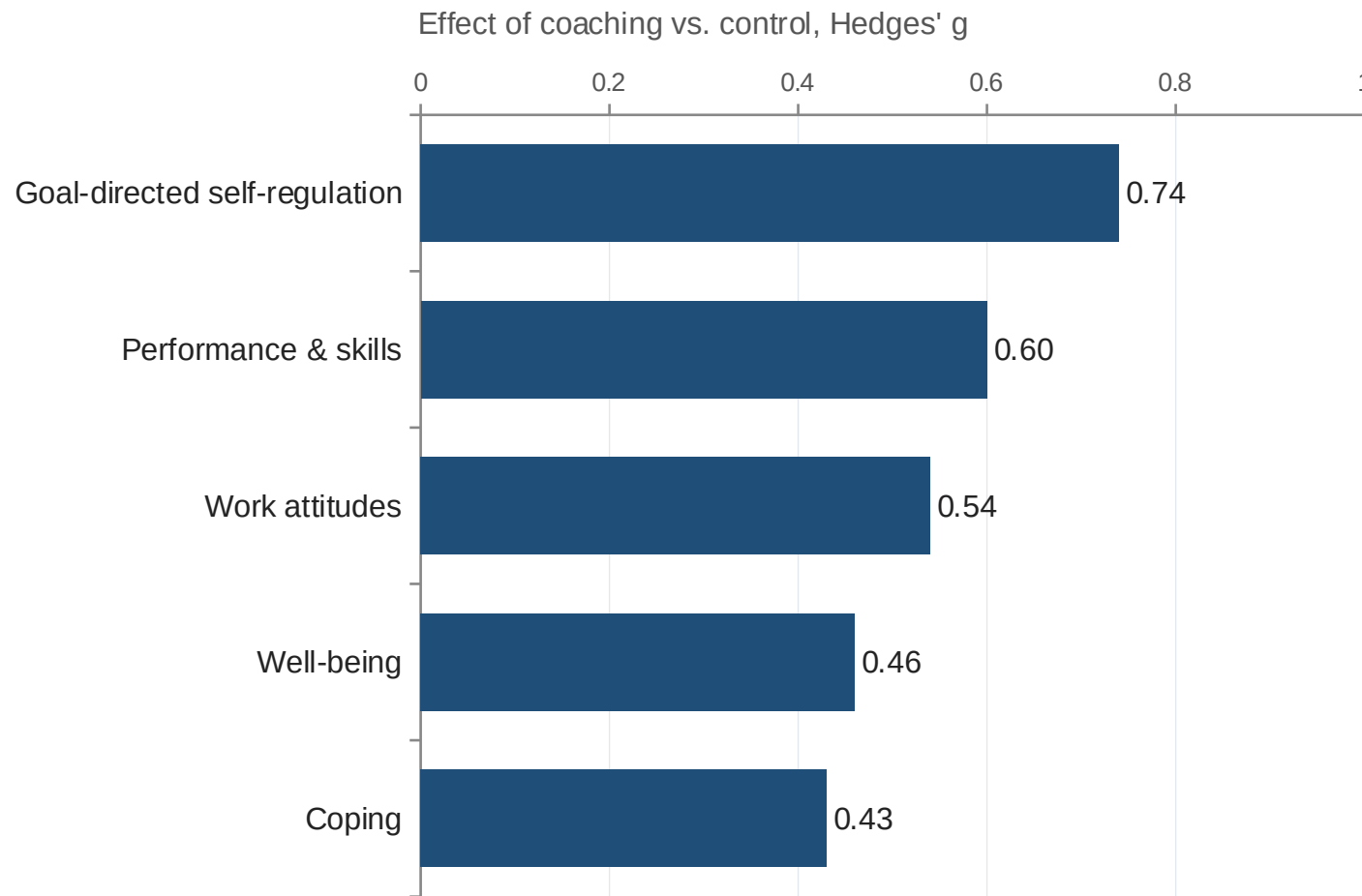
Life & leadership coaching (entrenamiento de vida y liderazgo) delivered bilingually, anchored in faith and character, and structured around three questions every session: Where are you? Where is God calling you? What is the next faithful step?

	Focus	Time frame	Who leads
Coaching	Goals, action and growth	Present → future	Client sets agenda; coach asks and structures
Therapy	Healing and diagnosis	Past → present	Clinician treats
Mentoring	Advice from experience	Career-long	Mentor shares their path
Consulting	Solving a defined problem	Project	Consultant delivers answers

What a coaching engagement looks like

- Discovery session to clarify goals and obstacles
- 6–12 sessions, typically 45–60 minutes, every 1–2 weeks
- Between sessions: agreed actions, reflection, accountability check-ins
- Progress measured against the client's own goals, not the coach's
- Average client relationship in the ICF study: 12.8 months

Across 18 studies, coaching produced medium-to-large gains on all five outcomes measured — largest for turning goals into action



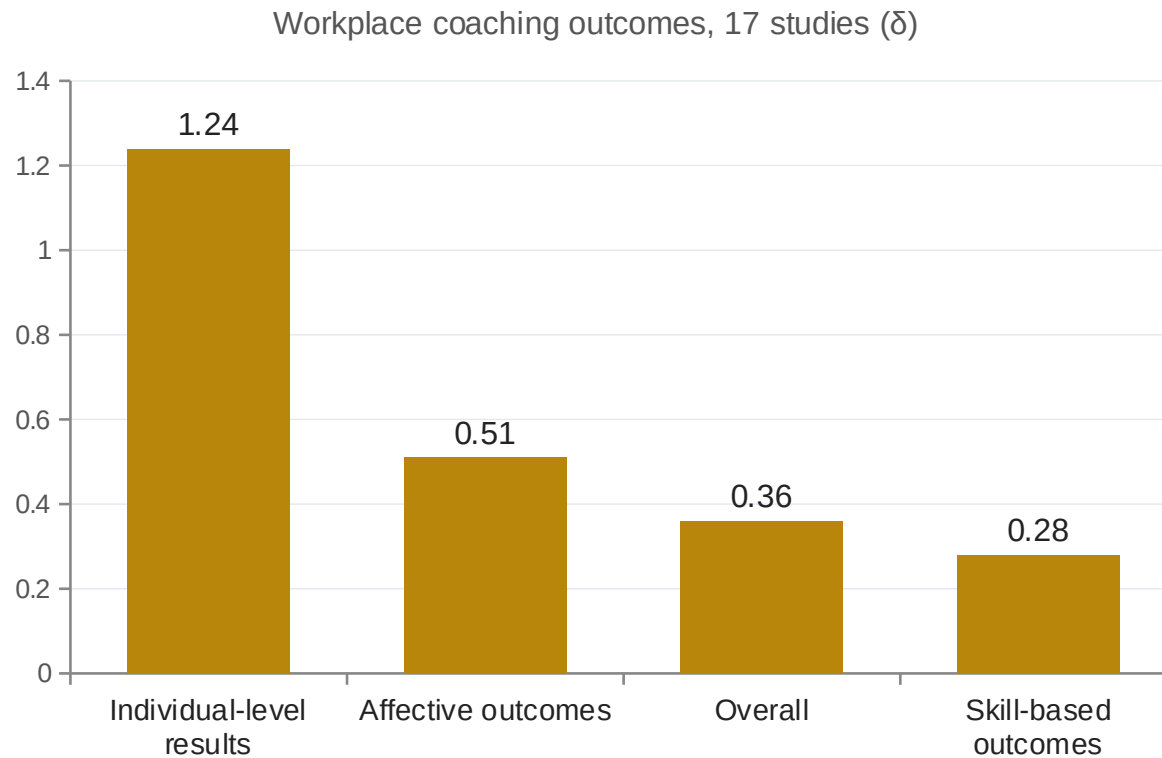
How to read this

Hedges' g compares coached people with non-coached controls. By convention 0.2 is small, 0.5 medium, 0.8 large.

Why it matters

- Every outcome was positive and statistically significant.
- The biggest gain — self-regulation ($g = 0.74$) — is the skill of setting goals, planning, monitoring and adjusting. It is the engine of every other change.
- Well-being (0.46) and coping (0.43) also improved: people felt better, not just performed better.

A second, independent meta-analysis confirms the effect — and finds that video or blended coaching works as well as face-to-face



Interpretation: two research teams, different study pools, same conclusion — coaching reliably improves outcomes, and the delivery channel is not the active ingredient.

1

Format does not matter

No significant difference between face-to-face, blended and e-coaching. Remote bilingual coaching is fully effective.

2

Results outcomes are the largest

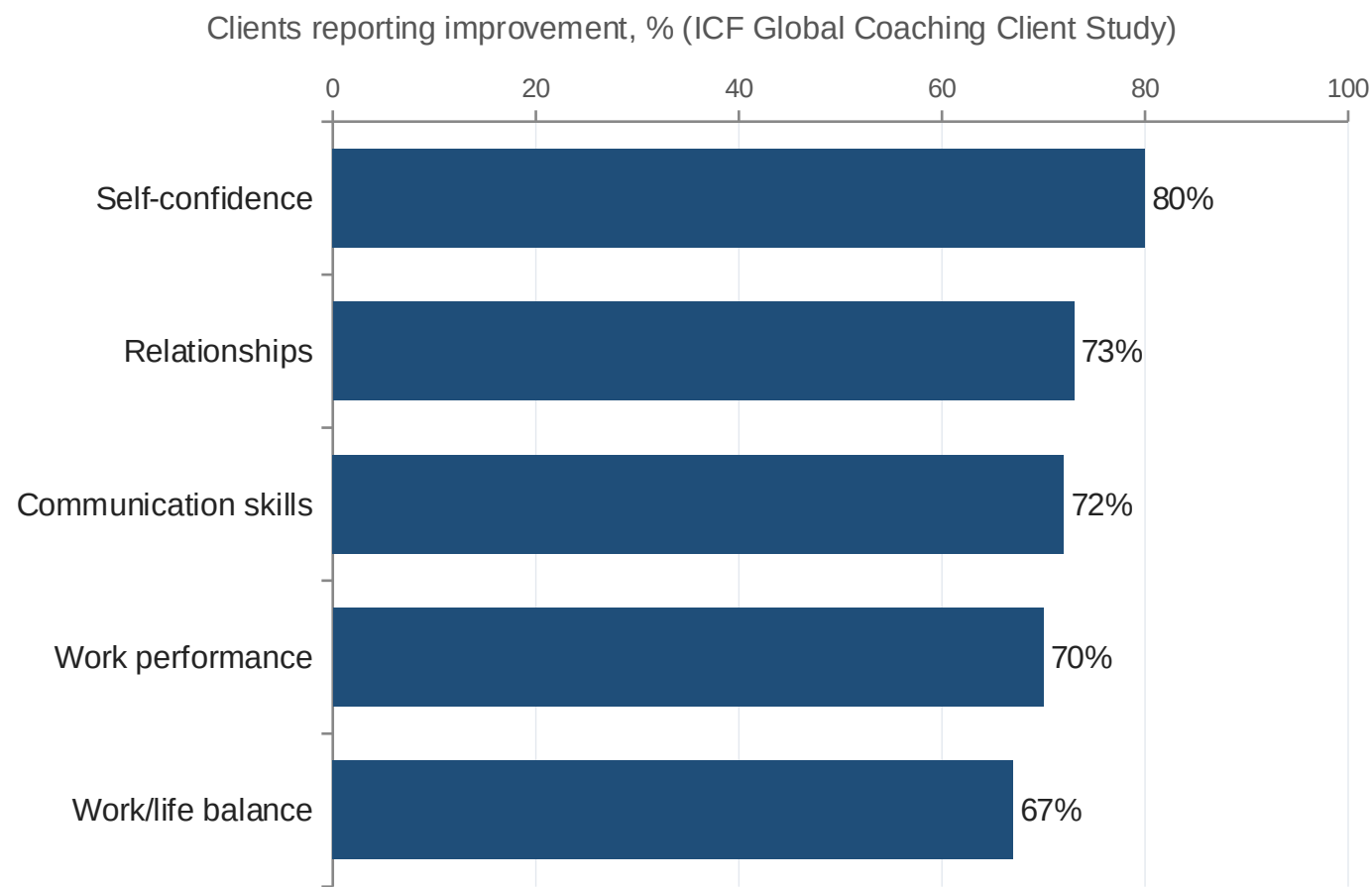
Concrete individual results (goal attainment, measured performance) showed the biggest effect ($\delta = 1.24$).

3

More sessions $\neq$ automatically better

Number and length of sessions did not predict outcomes; quality of the relationship and method did.

Clients report gains in confidence, relationships and performance — and 86% of organizations recouped their coaching investment

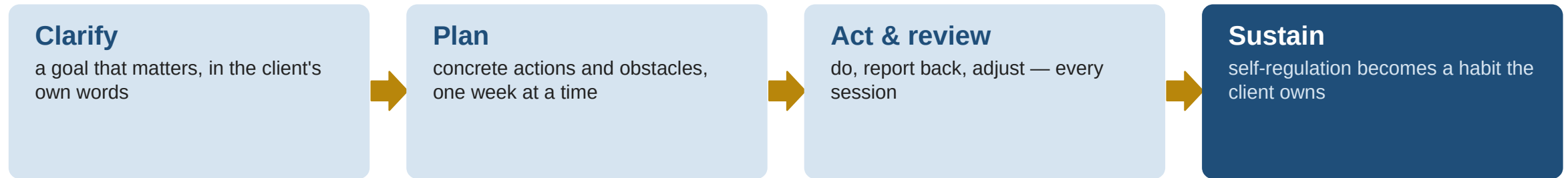


86%
of companies recouped their coaching investment — or more

96%
of clients would repeat the experience; 83% "very satisfied"

12.8 mo
average length of a coaching relationship

Controlled trials of life coaching show higher hope, resilience and well-being — with gains still present 30 weeks later



The coaching cycle that the trials below tested (cognitive-behavioral, solution-focused coaching)

Green, Oades & Grant (2006)

Randomized, 56 adults, 10-week life-coaching program

- Significant increases in goal striving, well-being and hope vs. wait-list control
- Gains maintained at 30-week follow-up

Grant, Curtayne & Burton (2009)

Randomized controlled trial, 41 executives, 10 weeks

- Enhanced goal attainment, resilience and workplace well-being
- Reduced depression and stress

Takeaway: the benefit is not only reaching a goal — it is a measurable rise in hope, resilience and well-being that persists months after the coaching ends.

WHY NOW

Coaching is a fast-growing, evidence-based profession — and the next faithful step is a single conversation

122,974

coach practitioners worldwide, up 15% since 2023
(ICF, 2025)

\$5.34 B

global coaching revenue (ICF, 2025)

127

countries represented in the 2025 ICF Global
Coaching Study

What the evidence adds up to

Coaching changes how people run their own lives — measured self-regulation, confidence, well-being and results — and the change lasts. It works by video as well as in person, and it works best inside a consistent, trusted relationship: the very thing the loneliness data says most people no longer have.

Start with a discovery session

45 minutes · bilingual (English/Spanish) · by video or in person in
Southern California

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