

HOW MUCH TO CHARGE FOR COACHING?

The results of a survey amongst practising coaches in India, April 2021

BACKGROUND

Deciding how much to charge for coaching has been a difficult issue, especially for beginner coaches. There are often questions about belief in one's own capability ("I'm not certified" "Am I good enough to ask people to pay me?") and these are compounded by the lack of information about what the market will bear.

We ran this survey in the Coaches Collective group in April 2021; the survey may also have been taken by people outside the group (it was kept confidential). A total of 84 coaches took the survey.

KEY OBSERVATIONS

How many hours of coaching experience do you have?

We had a wide range of respondents in terms of the number of coaching hours they have currently clocked.

	%of total responses
<50 hours	33%
50-99	18%
100-199	23%
200-500	13%
500+	13%

Do you charge your clients?

Respondents were asked to choose between three options

- I coach only as part of my role in my organization
- I don't charge clients for coaching
- I charge clients for coaching

It's heartening to see that as the experience (and presumably confidence in one's abilities) grows, a higher percentage of coaches are getting paid for the work they do.

	Only coach within own org	Don't charge	Charge	Total
<50 hours	30%	44%	26%	100%
50-99	7%	53%	40%	100%
100-199	16%	21%	63%	100%
200-500	0%	27%	73%	100%
500+	9%	9%	82%	100%

How much do you charge your clients?

We asked respondents to share what they charge individual clients and what they charge organisations for coaching leaders within the organisation.

The answers varied across a wide range so we've calculated the median as the average may be skewed by the outliers. Quick statistics refresher - the median is the middle number in a sorted, ascending or descending, list of numbers and can be more descriptive of that data set than the average.

	Range for individual clients (Rs.)	Median for individual clients (Rs.)	Range for corporate clients (Rs.)	Median for corporate clients (Rs.)
<50 hours	200-3000	1000	2000-25000	5000
50-99	500-3000	1000	3000-35000	5000
100-199	250-8000	2000	1500-10000	4250
200-500	1500-10000	3500	2000-21000	7250
500+	1500-50000	5000	5000-100000	12500

I hope this was useful. Thank you, if you participated in the survey.

If you have any questions, please write to sunitha@navgati.in