



Coaching fees in India

Navgati's survey of practicing
coaches, April 2023

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.

At Navgati, we've been training leaders to be coaches for over twelve years now. This survey is our attempt to provide coaches in India with reasonably robust information on practices related to how coaches charge for their services so that they can make more informed pricing decisions.

Survey process

- The survey was run in Mar-Apr 2023 with 141 respondents, all of whom charge for the coaching work they do
- A quantitative survey was sent out to practising coaches directly and was promoted on LinkedIn; the questionnaire was also shared in multiple groups of coaches in India
- Anonymity was maintained to make it safe for individuals to share real data
- Data was collected separately on fees charged to organisations for coaching their leaders and those charged to individuals who are paying directly to be coached

If you have any questions about the results or about coaching, please feel free to reach out at sunitha@navgati.in. To know more about the work we do as coaches or in training people to be coaches, please take a look at www.navgati.in

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It's not standard practise to start a report with a disclaimer but then Navgati is not a standard organisation so here's our disclaimer.

We are not market research experts so there may be questions that arise as you read this report that we do not have answers for (e.g. does the gender of the coach make a difference to how much they charge? Do coaches who have a speciality charge differently from those who don't?).

However we are experts at learning and the next edition of this survey will address questions like these.

Having suitably reset your expectations, please read on.



Key findings and observations

- **Coaching fees in India appear to be lower than what the rest of Asia and the world is charging**
 - The ICF has been conducting the Global Coaching Study for the last five years. The latest summary indicates that the average fee per coaching session in 2022 for Asia was 226 USD (compared to the worldwide average of 244 USD). This, at current exchange rates, works out to Rs. 18,574 per session.
 - The equivalent figure from our India specific survey was Rs. 12,578 for the entire sample and Rs. 14,364 for ICF accredited coaches
- **Higher levels of certification are positively linked to coaching revenue.**
 - PCC certified coaches charge, on average, Rs. 16,737 per session as compared to ACC coaches who charge Rs. 7,722 and uncertified coaches who charge Rs. 6,789.
 - This is in line with our own observation that as coaches prepare for their PCC credential, two things occur: the rigour of the process results in significant upgradation of skill and the certification increases the confidence level of coaches in their own ability to add value.

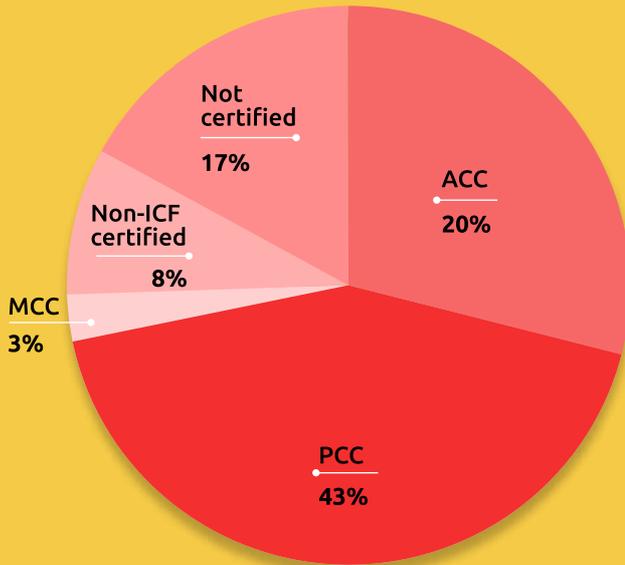


- **Certified coaches charge a premium of approximately 30% to organisational clients as compared to individual clients**
 - For coaches with lesser hours of experience the difference was around 70%; it is also possible that this group does not do much coaching with organisational clients.
- **The average annual income from coaching is 57% of the equivalent number for Asia in the ICF GCS.**
 - However, if we consider only PCC coaches and above, that number rises to 75%. If you're curious about the absolute numbers, that's Rs. 27,86,00 in the ICF survey, as compared to Rs. 15,78,00 for ICF certified coaches and Rs. 20,80,00 for PCC coaches and above in our survey.
 - Many coaches indicated through qualitative comments that they were unable to accurately recall this number because coaching is one stream of income along with others. This could also possibly be indicative of the lack of a focused approach to coaching as a business (which is corroborated by what coaches describe as their challenges with charging what they feel is appropriate).
- **Many coaches could be happier with what they charge**
 - The average rate for satisfaction with their hourly fee on a scale of 1-5 was 3.5 (so not desperately unhappy but not totally happy either). Important to note that for the PCC coaches in this group that score was 3.8 and for the small sample of MCC coaches it was 4.5.
 - The most common reasons for not charging as much as they would like are their self-limiting beliefs (relating to how much value they add) and their assumptions about the market (clients will not pay/other coaches charge less/lack of information about what others charge). Another reason that came up was their inability to build their brand and do business development.

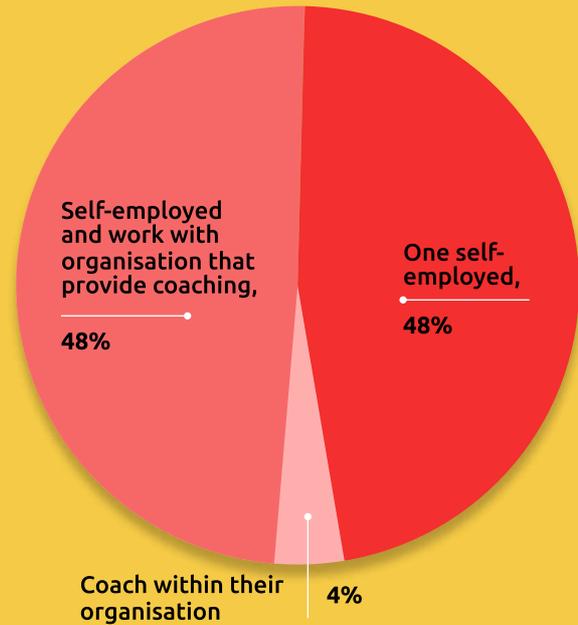
Coaching is not a full-time occupation for the majority of coaches; only a quarter of them reported earning 75-100% of their annual income from coaching. While we did not collect information about alternate sources in this survey (please remember our disclaimer), our experience indicates that other income for coaches comes from some combination of consulting, training and facilitation.

Setting the scene : respondent profile

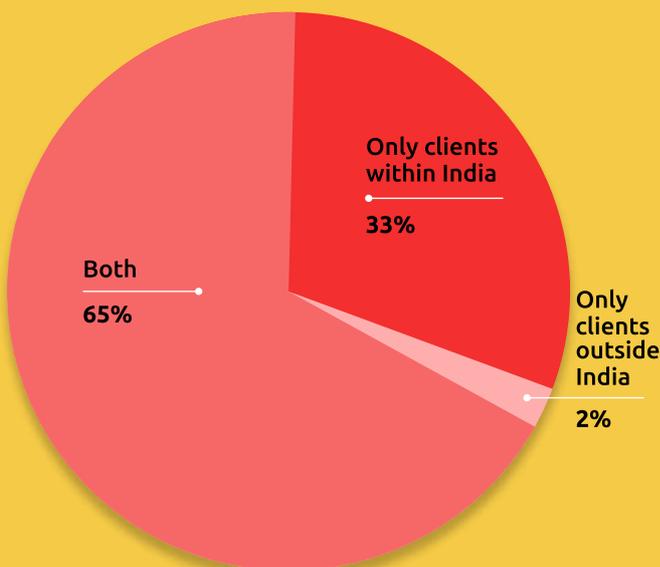
Certification status*



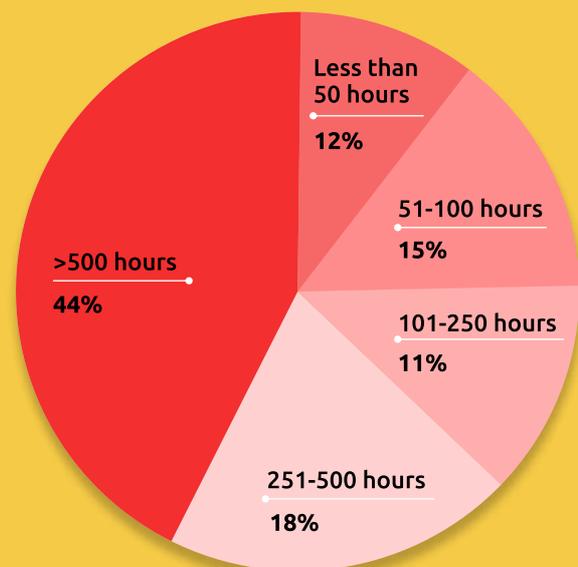
Nature of business**



Geographies in which they work



Total experience in coaching***



* 83% of the group hold a certification of some kind; 75% have an ICF certification.

** Coaching service aggregator platforms would fall under the "organizations that provide coaching" head.

***73% of the respondents have atleast 100 hours of coaching

Let's get to it – what are coaches in India charging?

We invited participants to share, on average, what they

- Charged organisations for coaching their leaders
- Charged to individuals for coaching them

All of the data below, unless specified otherwise,
is what coaches charge when coaching in India.



Total coaching experience	No of respondents	Average hourly fee being charged to an organisation for coaching their employees (INR)	Average hourly fee being charged to an individual for coaching them directly (INR)
<50 hours	17	6091	3588
51-100 hours	21	7633	4300
101-250 hours	16	9087	6920
251-500 hours	25	8000	6500
>500 hours	62	17705	13415

We also looked at this data in terms of the certification the coach has undergone.

Certification status	No of respondents	Average hourly fee being charged to an organisation for coaching their employees (INR)	Average hourly fee being charged to an individual for coaching them directly (INR)
Not certified	24	6789	3900
Certified but not ICF	12	8400	7025
ACC	41	7722	6531
PCC	60	16737	12412
MCC	4	32500	19666

Observations on this data

- Certification at a PCC level and above clearly appears to make a difference to the coach's ability to command a premium; this could be in terms of increased competence levels, it could also be in terms of increased confidence levels on the part of the coach.
- Certification appears to be more of a differentiator than the number of hours of coaching experience.
- The fact that coaches charge a higher fee to organizations as compared to individuals is not new; certified coaches appear to be charging roughly 30% more to companies.
- Coaches who coach organizational clients outside of India appear to be charging between 100-300 USD per client per hour with only a couple of outliers charging 500\$ and more. The number of coaches who reported coaching individual clients outside of India were much lower; the range is between 60 – 300 USD per hour, after eliminating the outliers.

Here's another way of looking at the data: this percentile distribution helps you see where you stand relative to other coaches.

	Hourly fee when charging an organisation (INR)	Hourly fee when charging a client directly (INR)
If this is how much you're charging, only 10% of coaches charge more than you do	28400	17200
If this is how much you're charging, only 25% of coaches charge more than you do	17000	10000
If this is how much you're charging, 50% of coaches charge more than you do	10000	5000
If this is how much you're charging, 75% of coaches charge more than you do	5000	3000

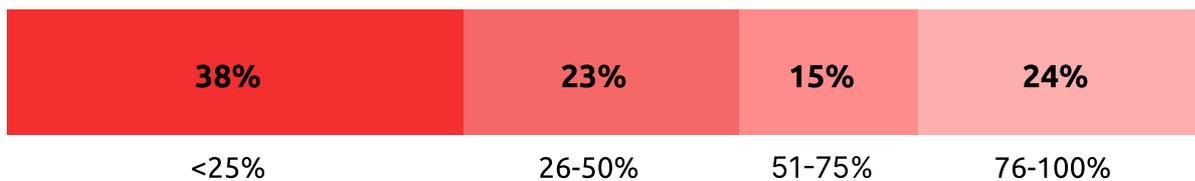
What was your income from coaching in the last one year?

We asked respondents to estimate how much money they made in the last one year from coaching; this is obviously an estimate since most coaches also appear to be providing other services such as consulting or facilitation or training.

17 respondents did not wish to disclose this data, so this information is on a base of 125.

	Average estimated annual income from coaching (INR)
Not certified	160,434
Certified but not by the ICF	619,539
ACC	573,714
PCC	18,23,679
MCC	23,37,500

what percentage of your income comes from coaching?



Clearly coaching is not a full-time occupation for a large majority of the group. This was remarkably consistent - regardless of the level of certification, only a quarter of the group reported that 76-100% of their income came from coaching.

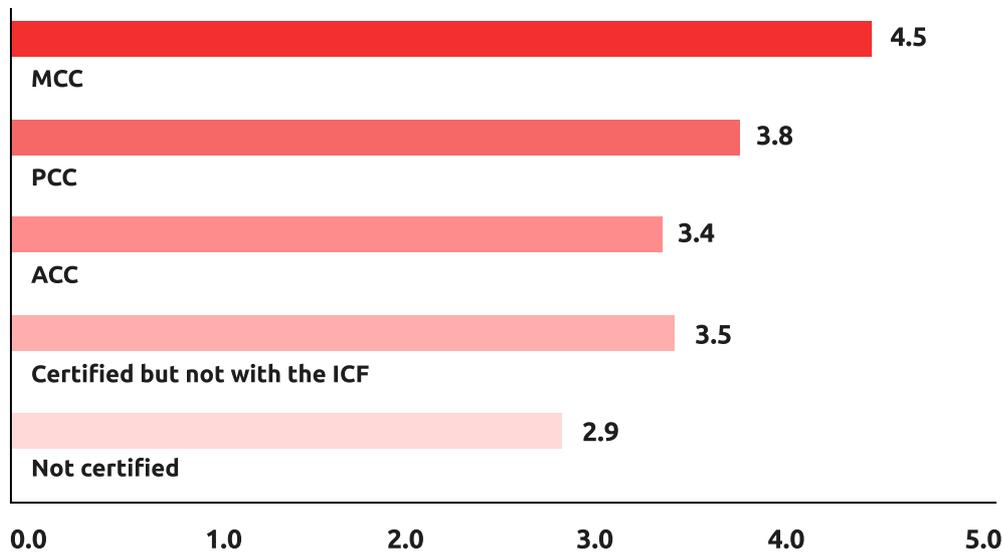
In some cases, this could be because they would like to be engaged in a range of different activities (many coaches are drawn to the profession because of the opportunity it offers for fulfilment and flexibility). It could also be a result of inability to attract clients or command the kind of fees that would make it sustainable.

The next edition of this survey will probe more directly to find an answer to this. In this version, we asked for how happy they were with what they were charging per session (next section).

How happy are you with what you charge currently?



We asked respondents to rate their happiness on a scale of 1-5 where 5 was “very happy”.



Again, certification clearly appears to make a difference to the coach’s ability to ask for a fee they are happy with.

When asked to share what comes in the way of charging a higher fee, these were the broad themes that emerged

Feeling unsure of oneself

Many coaches described how they question their own expertise.

"I think it's unfair to charge more than this"

"I don't make enough of an impact to ask for more"

"Clients won't see me as deserving of more"

"If I charge more, I will be under more pressure to prove my worth to clients"

"I'm scared of rejection"

Fear of losing out

Coaches spoke about how the desire to build their business goes against their ability to ask for a premium.

"I anyway don't have enough clients"

"I feel I will lose out on opportunities"

"I don't want to scare off people"

Assumptions about the market

Coaches described how their audience is cost sensitive. A significant number of coaches also spoke about not having enough information on what the market will bear.

- Clients don't have the capacity to pay more
- People don't come back once I mention the cost
- My sense is that others charge less
- I don't have enough information about how much others charge
- Price cutting by inexperienced or uncredentialed coaches

Difficulty with self-promotion

Many coaches appear to be investing in building their skills as a coach but developing the business skills needed to grow their business seems to be tough.

"Difficulty branding and marketing myself"

"Hard to expand my reach"

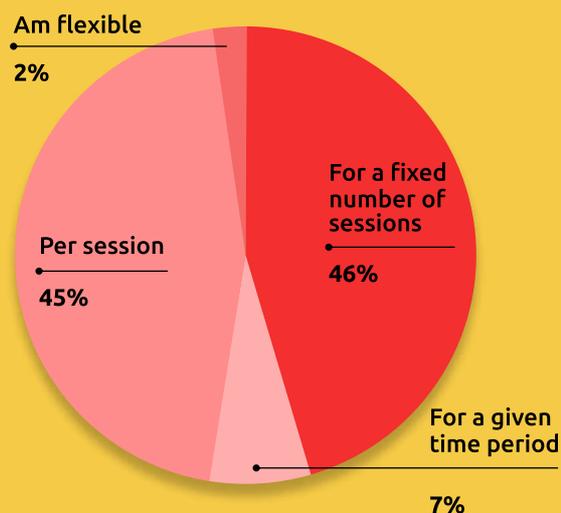
"It's difficult for me to do business development"



Details about coaching fee structure



How do you present the coaching fee?



The vast majority tend to either

- Provide a price for a fixed number of sessions (ie “we will do X sessions at Y price”)
- Agree on a price per session

There is an interesting trend of negotiating a price for a fixed period of time (that for X amount, the coach will work with the client for Y months; providing whatever support the client needs during the period).

When do you ask for payment?

We also asked respondents about when they ask clients for payment and the group was almost evenly divided. The number of coaches who ask for payments post the session were a little higher than those who ask for payment in advance.

Do you offer differing rates?

16% of the group said they do not offer differential rates. For the rest, the main factors were

- Whether the individual was paying or the organization
- The client’s level in the organization
- The nature of the organization (for profit versus an NGO)
- The individuals’ capacity to pay
- The duration of the relationship with the client (older clients were charged less)

Our recommendations for coaches reading this document



- Use this data to evaluate where you stand with regards to your peer group; hopefully if you are undercharging for your services, this gives you the confidence to charge appropriately.
- Coaching, when done well, can be a transformative process but it's often difficult to measure the impact of it precisely. So evaluate yourself by the quality of insights your client has with regards to the coaching contract they bring in and by their ability to experiment with new behaviours based on those insights. Change is a complex process and focusing only on hard goals (like whether they got promoted or met a business target) is not necessarily the best way to measure whether the coach has helped the client grow as an individual.
- Evaluate yourself fairly as a coach: Many coaches are drawn to this profession because they are interested in self-awareness and personal development; that can often translate to having overly high standards for self with regards to their work as coaches. Use the ICF markers as a guide to determine what you're doing well and what you need to strengthen; but be as kind to yourself as you are to your clients.

- Invest in continuing to build your skills as a coach: reflecting on your own work on a regular basis by reviewing recordings; investing in supervision to deepen your awareness when you find yourself stuck; finding a peer coach partner to give each other feedback; training for higher levels of accreditation – all of these are ways to steadily build skill.
- Equally importantly, invest in developing your marketing and business capabilities. Some steps you can take to this end
 - Find a coach who can help you think through beliefs that are coming in the way of being able to promote yourself
 - Find ways to promote your business that feel right to you – there are many ways to build one's network and personal brand so find one where you can be authentically you
 - Think through and communicate who you are as a coach – your values, your style, your approach. Coaching is not yet well understood and so it becomes even more important that you can clearly say who you are and what you offer.



If you'd like more support as you progress on this journey, feel free to join the Coaches Collective community at www.linkedin.com/company/coaches-collective/
This is our group of coaches and coaches in training.

If you would like to know more about our ICF accredited coach training programs, please visit www.navgati.in/icf-accredited-coach-training/

If you're a coach who participated in this survey, thank you for your generosity in helping other coaches.

We'd love to hear what you think about this survey, do write back to **sunitha@navgati.in**

To know more about our work in coaching and our ICF accredited coach training programs, please take a look at **www.navgati.in**

If you'd like to be a part of our Coaches Collective community, please follow us on **<https://www.linkedin.com/company/coaches-collective/>**