Executive coaching is a rapidly growing form of organisation development intervention, and one which is receiving increasing attention in the management and psychology literature. This study reports on the state of the practice of executive coaching in New Zealand, about which little is currently known. Fifty-nine executive coaches responded to a survey that gathered data on the demographics of coaches; their backgrounds, qualifications and training; their coaching method; and aspects of their practice, including typical fees charged, number of client sessions, method of marketing, ethical standards and professional insurance. Conclusions are drawn from the data and suggestions for future research are made.
5. Coaching Practice Coaching practice includes the coaches' employment status, how coaches market their services, what proportion of their income is derived from coaching, what content areas they coach in, the adoption of ethical guidelines, and whether coaches carry professional indemnity insurance. The survey results provide a snapshot of the state of executive coaching in New Zealand in 2005. The survey was mailed out to every executive coach in New Zealand who could be identified as such, and with a response rate of 46% the results are based on a sample of almost half the total population of coaches in this country. The results raise a number of interesting topics for discussion, which are discussed below. In many ways, executive coaching is still a primitive and newly emerging field in the country. Both leaders and companies are struggling with the questions, “What’s the right approach to coach an Indian leader?” and “How does coaching deliver results for the organization and not just the coachee?” NHRDN and EY have remained committed to advancement of HR practices in the country and hope that this report will encourage HR leaders to rethink, retool, and in some cases, reinvent their leadership-development practices. As you go through the results of the study, we hope it will activate you to think about your organization and learn from the experiences and opinions of the respondents of the survey. Executive Summary. New Zealand's governance and regulatory regime is considered to be of high standard, yet its Gross Domestic Product (GDP) per capita remains low and significantly lags other comparable OECD countries1. This report reviews management practices in New Zealand manufacturing firms, identifies key determinants of management performance and interprets the relationship between management capability and productivity performance of firms. The survey of International Institute for Management Development (IMD) shows that the perceived availability of management skills in New Zealand is lower than in Australia, the UK and many OECD countries, with New Zealand ranking 22nd out of 24 countries (Exhibit 2).