

5 Big Coaching Trends For 2021 And Beyond

Sai Blackbym

2020 has certainly been a year of the unexpected. Many coaches have found it necessary to completely rethink and rework their offering in order to adapt to doing business in the midst of a global pandemic. With the likelihood of disruption continuing well into 2021, coaches are now putting into practice business models which probably weren't even on their roadmap this time last year. In fact, many of our coaches have been able to grow their businesses exponentially during the pandemic. As 2020 draws to a close, now is the time to explore some of the biggest trends in coaching which will dominate the landscape over the coming year.

1. Virtual coaching will continue to soar

Virtual coaching was already growing steadily prior to the pandemic, but the restrictions on face to face meetings, travel and social distancing requirements have meant that this is even more relevant to coaching operations than ever before. Technology is revolutionizing the way coaches can service their clients, allowing them to offer products and packages anytime, anywhere. Automation can effortlessly guide users through an online coaching programme, often without any input needed from the coach. Whilst this is of course an excellent model for scaling any coaching business, it is important to remember that the human aspect must be retained in order to build deeper connections with clients. Don't forget to add in that all important live element to your offering.

2. Demand for outcome-led coaching will rise

In a world where instant gratification is the norm, it is unsurprising to find that the same applies to the coaching world too. Clients are seeking out coaches who can help them gain the results they want and fast! In order to provide the answers clients are looking for, coaches need to ensure they are focusing their energy on outcome-led coaching. It's important to remember that clients are not paying for a 'process', rather it's the transformation that can be brought to their lives as a result of working with a particular coach. All marketing and communications should be focused on what the client will gain by the end of the programme, so that they can clearly align their investment with the solution to their problem.

3. Niche coaching will increase

It's true that most coaches can work with a wide range of people, problems and challenges, but just because they can doesn't mean they should! The reality is that most people are seeking out a solution to a specific problem, and the more aligned with that problem a coach is, the more likely they are to be chosen. A good example I often use is that of a client who wants to quit smoking; are they more likely to choose an award-winning, best-selling generalist coach, who helps clients with a vast array of issues including quitting smoking? Or will they choose the 'stop-smoking' coach, who was a

chain smoker themselves for many years, beat the habit and now focuses exclusively on helping others to quit smoking for good? I think you can see where I'm going with this. Of course niching means shrinking down the pool of potential clients that could be reached, but it's a smaller more targeted group who are far more likely to convert to fee-paying clients.

4. Automation and delegation are necessary for growth

Many of the coaches that I work with have a vision of becoming six figure coaches, and whilst it is entirely achievable, that doesn't mean it will be easy, particularly if they are a one-man operation. As the business grows, it is essential to realize the benefits of automating administrative tasks through software in addition to delegating or outsourcing requirements such as ghostwriting, videography and web content.

5. Matchmaking will become a core part of the qualification process

In the typical demand supply relationship, the client will tend to be the one responsible for deciding which coach they ultimately choose to work with. Coaches end up working with clients who have selected them, regardless of whether there was a natural fit with the client or not. The result was that in some cases, a less than optimal outcome would be received and negative feedback would follow. This was not because the coach had done anything wrong, or their methods and techniques were flawed, more that the client was not right for the programme, service, or coaching style. One of the best developments (in my opinion) is going to be a greater emphasis on coaches matchmaking the right clients according to their personalities and fields of expertise. The balance of power will shift, so that both clients and coaches can equally determine whether they should work together or not. This is clearly a win-win for both sides.

There are many other developments taking place in the coaching sector which are set to transform the way coaches do business, seek out clients and manage their operations.