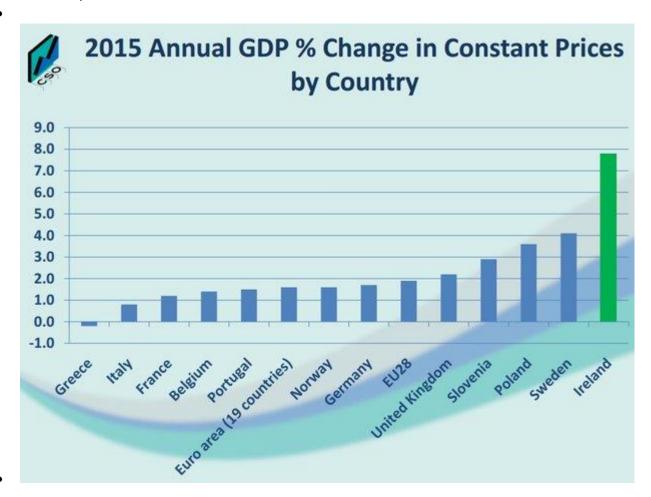
Ireland Report for ICCI Conference Call -10-5-2016

John Fitzgerald, CMF

- Our Country –We have just had an election which has resulted in a stalemate. No party had a
 majority or cold form a coalition. This led to a period of 70 days where we had no Government
 as the main party Fine Gael tried to do a deal to govern. This has only been resolved this week
 and they now lead a minority government which is only likely to last 18 months maximum. No
 party wanted to go back out to the electorate so a last minute accommodation deal was struck.
- Economy is flying; we have had the largest growth in the EU this year, GDP increased by 7.8% in the main due to favorable corporation taxes for US multinationals setting up here. Dublin has in particular attracted a huge amount of technology businesses headquarters in the EMEA region here. See picture below



Business in career coaching is growing within organizations as they see more of a need to
provide career coaching to high potentials to retain them. One of the bigger players in the

career coaching market Penna o Shea was recently acquired by LHH. Many independent career coaches are entering the market with new qualifications and little consulting experience. In a lot of cases they have taken voluntary redundancy and see a niche in coaching. We are inundated with requests to join our associate team but they would not have the experience required. I find that many coaching training providers do not train the people how to consult and sell their new businesses. It is causing a glut for these new coaches who get very demotivated that they can't make it pay doing something they love to do.

- We would have all our career coaches working with us as associates and not employed by us, allowing us the flexibility through peaks and troughs.
- To compete in today's market, career coaches are finding roles in Government or University settings on contracts, and they are working as associates and doing some work for themselves. Some are combining recruitment with coaching as recruitment has become very busy again. They are also doing a lot of interview coaching or also doing facilitation work.
- Many new coaches are sharing articles on pulse on LinkedIn that create noise but are quite lightweight articles I find. This has created a huge amount of content on LinkedIn re articles but whether this is useful is questionable and much is hampering their brand in my opinion as the content is not meaty enough. One thing I have seen a lot of: Coaches who on their website proceed to tell people what coaching is? It almost becomes an educational piece on coaching versus showing their credibility as a coach.
- We are using blended technology with remote career coaching and it is working well. It is meeting the needs of the modern busy person in organizations.
- We are also focusing on high end C Suite interventions and combining career, financial and wellness into our coaching service.
- More and more people need career coaching than ever today but many don't feel the need to
 be proactive about it. They stay in dead end jobs or wait for redundancy before they take action.
 This is the continuing worrying trend. They only go to the doctor when they are sick instead of
 taking proactive steps to avoid the 999 call to a career coach when they are stressed out and
 facing redundancy, however much they may see it coming down the line!