

## **ICCI GLOBAL COUNCIL REPORT**

**November 17, 2015**

**United States**

### **What is happening in the United States?**

- **The Economy**

Economic growth has been gradual, with GDP growing at about 2% annually. The overall economy is continuing to shift from manufacturing and construction toward a services economy, with relatively strong jobs growth in education and health services, professional services, and leisure/hospitality services.

- **Politically**

The next general election of a president and members of congress will be in November, 2016. There are two major political parties, the Democrats and the Republicans. In frequent polls, Hillary Clinton is the strongest contender to become the Democrats' candidate for president. The Republican party is more fragmented with several strong contenders for their presidential nomination.

- **The Labor Market**

The labor market has emerged from the recession with slow but steady job gains. In fact, the economy added more jobs in 2014 than in any year since 1999. However, the recession led to an unprecedented drop in full-time employment and a rapid growth in part-time employment.

### **What is happening in the profession of career coaching?**

In the recent past, there has been substantial movement of coaches from large organizations to small organizations or independent practices.

### **What is going on in professional career coaching organizations?**

Major career management organizations are leading the movement to increased reliance on webinars, on-line tools for career mapping and management, and resume support. Separately, some client organizations are awarding service contracts by reverse auctions, driving down their costs for service.

### **What strategies are career coaches using to compete in today's marketplace?**

Broadening the range of services provided to include executive coaching, leadership training, strategic plan facilitation, etc.

Providing low-touch, on-line and/or telephone career coaching options.

Spencer Liles