



5 Trends in Executive Coaching for 2024

The future of work is ever-changing, and leaders must update their best practices accordingly

Abstract

If you were an executive coach pre-2020 the way you used to work probably looks fairly different from how you work today. Most people you worked with probably had one, full-time, in-person job. You might have worked primarily with executives and met them in person. It's possible that you didn't meet too many other people who were also executive coaches, or who really understood what one was.

All of that is changing. The market for executive coaching and related fields is growing and is expected to reach \$25 Billion by 2031. That's great news for people looking to benefit from coaching. It's also great news for coaches. But the growth in the industry means not only more work but also more practitioners and faster change. That means it's more important than ever for you to know what's new and trending in the field.

In this white paper, we'll look at five of the biggest trends we expect to see in the field in 2024.

Table of Contents

Trend 1: Artificial Intelligence

Trend 2: Virtual Coaching Is Hybrid Coaching

Trend 3: Games & Team Building

Trend 4: Coaching for All

Trend 5: A Focus on Mental Health

Conclusion

About Barometer XP



Trend 1: Artificial Intelligence

No matter what the field, the biggest business trend in 2023 was Artificial Intelligence (AI). The growth and use of AI is increasing in 2024, but what does it mean for coaches?

Coaching is a personal business. AI cannot replace a good coach, but coaches can use AI in their work. AI is being used by coaches for marketing and growing their business and to take care of some coaching tasks, including:

- Developing plans
- Creating reading lists
- Analyzing data
- Analyzing feedback
- Sourcing activities
- Sourcing assessments
- Creating and analyzing session transcriptions.

The Importance of Human Connection

In May 2023, the [Surgeon General issued a report](#) on a new epidemic ... loneliness. Human connection is vital to our well-being. Report after report shows that people who feel a sense of belonging and connection are more resilient, have greater life satisfaction, and better mental health. Many people worry that an over-reliance on AI will make connections even harder to achieve. Living in a world of AI means that people have to make a concentrated effort to achieve human connection. Play is a great way to build connections, trust, and understanding quickly.

Executive coaches need to approach the integration of AI into their practice thoughtfully and ethically, maintaining a human touch and ensuring client privacy and data security. There will be coaches who try to fully automate their services, and this will require others to be able to tell clients how they do and do not use AI in their practice.

In 2024, coaches will need to create AI use statements and stay updated on AI advancements and AI-based tools and strategies to provide even more value to their clients and grow their businesses.

Trend 2: Virtual Coaching Is Hybrid Coaching

In 2020, the discussion around whether virtual coaching (via phone, video conferencing, or text) was as good as in-person coaching suddenly became moot. Like everything else, coaching had to move to the virtual space.

Being able to coach people or facilitate meetings remotely increases a professional's potential clientele. Clients or organizations in rural or smaller areas now have access to the same professionals as those in major metropolitan areas. Accepting an assignment no longer means having to factor in transportation costs.

But will this trend continue in 2024?

Yes and no.

More and more people are moving back into the office and in-person events and meetings. This is both by choice and by organizational decree. As the hybrid workplace and hybrid meetings become more common, more people will want the same from their coaches. There might be some topics best covered in person, some over the phone, and some in a video call. Gen Z famously prefers text to phone or email so coaches will need to get familiar with texting norms.

In the past, many people were allowed to work from home, but no real effort was made to optimize the situation and make sure that those who worked from home and those who worked in the office still felt connected. A true hybrid work situation requires a willingness to optimize the work situation for everyone. Play offers a great space for people to make connections in a short period of time and explore ideas. Incorporating play into a coaching

or facilitation practice is a great way to explore barriers that might be preventing teams from coming together.

To have a robust business and best meet the needs of their clients in 2024, coaches will need to have a hybrid model for themselves and be able to operate either remotely or in person.

When choosing a video conferencing program for your work, think about:

- **Video and audio quality** - Ensure it offers clear and reliable video and audio
- **Screen sharing** - Ability to share your screen for presentations or collaboration
- **Chat and messaging** - In-meeting and post-meeting communication options
- **Recording** - Capability to record meetings for future reference
- **Breakout rooms** - Useful for group discussions in larger meetings
- **Integration** - Compatibility with other apps and tools you use (e.g., calendars, project management software)
- **Ease of use** - Intuitive interface and minimal learning curve
- **Cross-platform compatibility** - Support for various operating systems and devices

Trend 3: Games & Team Building

The past few years have shown the importance of collaboration, communication, and teamwork in running a successful organization. A [2023 Gallup poll](#) found that the majority of workers feel disengaged from their work and that lack of engagement can have serious business consequences.

Most people have pleasant early experiences learning these traits by playing games. Whether it was a game of Candyland with an indulgent grandparent or a complicated combination of Four Square and Basketball made up on the playground, we learned our earliest lessons in collaboration, creativity, and teamwork from playing games.

It's no wonder then that organizations are turning to games and team-building activities as a way to increase collaboration and bring joy to the workplace. With teams spread across different geographic locations, virtual games offer a way to connect and build camaraderie despite physical distance.

During Covid, companies sought out any virtual activity from cocktail parties to escape rooms as a way of maintaining a team environment. As we enter a more permanent hybrid period of work, companies are getting serious about the way they play. An online game of Pictionary is fun, but an online game of Visionary, complete with pre and post conversations can help a team gain a better understanding of each other.

In 2024, companies won't just be looking for facilitators and coaches who can host a game night, they'll be looking for facilitators and coaches who can bring organized, constructive play, and provide and explain results and next steps.

Want to level up your client offerings?

[Barometer XP's Play Facilitator Certification](#) empowers you to design, deliver, and measure play engagements.

You'll learn how to:



Choose games for engagement and use them effectively so you set yourself and your clients up for maximum success



Understand the workings of game facilitation, from live engagement to feedback so you can deliver a seamless client experience



Leverage this groundbreaking methodology to grow your reputation by achieving results your clients thought were out of reach

With the Play Facilitator Certification, you will also receive:

- Complete access to the Barometer XP catalog of games and community of experts
- Assessments that can help you choose the right games for your clients
- Ongoing training and new resources throughout the year

Want more information? Email info@barometerxp.com

Trend 4: Coaching for All

Part of the tremendous growth in the coaching market is that coaching is no longer seen as something for executives only. Today, corporate (or group) coaching and coaching for emerging leaders are both on the menu for organizations.

Because an executive's performance is often tied to their relationship with other members of the team, corporate coaching is often part of an executive coaching engagement.

For example, if the CIO can't achieve their goals, it might be due to interpersonal conflict with the CFO. A corporate coach will understand the dynamics of the situation and work with both parties to adjust their approach.

More companies are recognizing that leaders can be found at all levels of an organization. Often, the people who are best at distributing information and have the most influence over a department are not the people with "Manager" or "Director" in their titles. Providing coaching to an entire team can help with communication, professional development, and employee engagement.

Games and simulations can be an excellent and non-threatening way to let team members who aren't often given decision-making authority stretch their muscles and show others what they bring to the table.

In 2024 as organizations attempt to retain the best employees, coaching and training for employees at all levels will become more common. Coaches who can demonstrate the ability to work with both groups and individuals at all levels, and provide engaging experiences that help groups work together, will thrive.

Trend 5: A Focus on Mental Health

Businesses are paying more attention to mental health. That's in part because nearly 81% of workers face some form of burnout or mental health issue, and 68% of employees say their daily work has been interrupted by these challenges.

Emotional and mental health distress can:

- Fuel higher healthcare costs
- Accelerate employee turnover
- Increase absenteeism
- Reduce productivity

Before 2020, mental health was seen as a benefits problem. Companies offered employee assistance programs or insurance-provided advice networks to help people find a therapist but the programs were underused and benefits managers were continuously concerned about the programs' cost.

This is no longer the case. In one study, over 70% of companies plan to focus on improving access to mental health in 2024.

Executive coaches are not therapists, but in 2024 being able to connect the work you do to a company's overall mental health goals, such as stress and burnout reduction, can help you show the value of your work.

Key factors leading to burnout and employee resignation include:

- Unfair treatment at work (bias, favoritism, inequity, etc)
- Unmanageable workloads or deadlines
- Lack of role clarity or career support
- Failure to acknowledge contributions or progress
- Unaddressed communication issues or interpersonal friction

A coaching or facilitation practice that includes play can reduce pressure, help workers get out of their everyday routine and learn new ways of collaborating, as well as flag elements of culture that management can easily digest and act upon to improve the workplace.



Conclusion

The past few years have upended our business and social norms. With climate change, unrest throughout the world, and a presidential election looming, 2024 promises to be just as transformational in our daily lives and our work lives.

Although the Great Resignation has subsided, employers are still concerned with retaining their best employees so they are looking for coaches, facilitators, and consultants who can help teams communicate and find enjoyment and meaning in their work.

An organization that wants long-term success in the face of economic uncertainty, a tight labor market, and an ever-increasing speed of change needs to have a plan in place to actively re-engage “quiet quitting” employees, retain their top talent, and build a culture that encourages a tight-knit community within the workplace. The best vehicle for accomplishing these goals is the team, and one of the most effective methods of team cohesion available is organized, focused constructive play

If you'd like to learn more about how to effectively add play and games to your coaching or facilitation repertoire, [visit us today](#).

About Barometer XP

Barometer XP is a company dedicated to harnessing “the science of play at work.” Founded in 2020 on the belief that adult learning should have an experiential component to give teams a chance to practice, experiment, and grow together, Barometer XP has found a niche between traditional professional development and team-building activities to modernize teams for 21st century challenges.

Barometer XP

2202 18th St. NW, #265

Washington, DC 20009

www.barometerxp.com