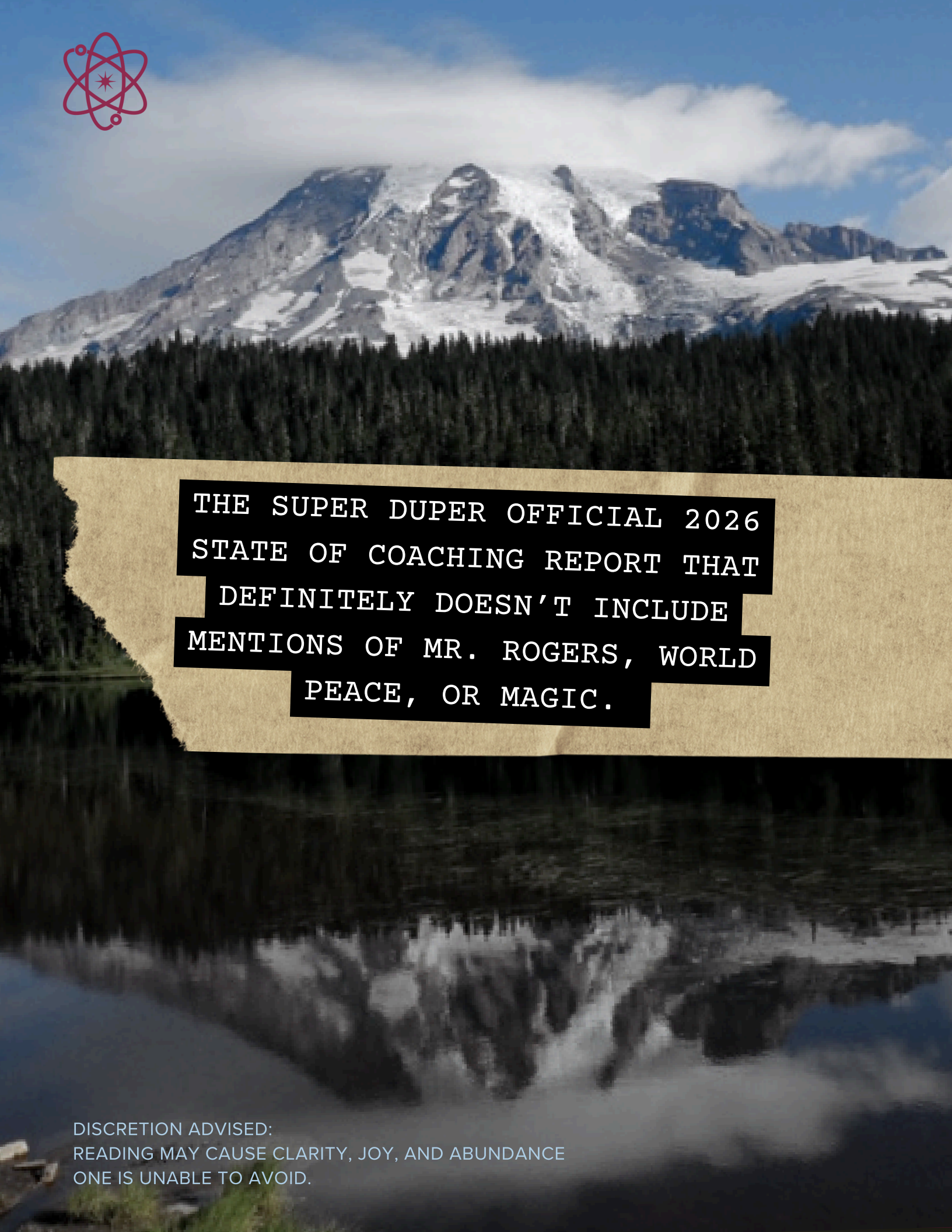

THE SUPER DUPER OFFICIAL 2026 STATE OF COACHING REPORT THAT DEFINITELY DOESN'T INCLUDE MENTIONS OF MR. ROGERS, WORLD PEACE, OR MAGIC.
DISCRETION ADVISED:
READING MAY CAUSE CLARITY, JOY, AND ABUNDANCE
ONE IS UNABLE TO AVOID.



Something strange is happening in coaching right now. It *feels* like everyone and their sister has become a "Coach". Scroll through any feed and you'll find life coaches, business coaches, mindset coaches, somatic coaches — an avalanche of titles and testimonials that can make the profession feel saturated to the point of noise... But is it?

When we look at the actual numbers a different picture emerges. There aren't nearly as many active, practicing coaches as the noise suggests. What we're seeing isn't necessarily oversaturation — it is marketing. It's people who call themselves a coach in a bio, while their actual working hours go somewhere else entirely. I don't say this to name and shame anyone, truly. Everyone on this planet is in need of and deserves coaching skills... but more on this later!

Here's the unique thing about our work: Coaching is completely unregulated. There is nothing — no license, no governing body, no gatekeeper — stopping anyone from deciding today that they are a coach.

I know how that sounds. And if you want my opinion on it (you're reading my article, aren't you!?), I actually think this is truly amazing, and says more about humans than we may want to admit.

Because underneath the credentialing anxiety is a pretty simple truth: **Every person who has added "Coach" to their title is someone who decided they wanted to help another human being. And we will never, ever have too many helpers in this world.**

So instead of asking "is the market too crowded?", we're going to put on our best cardigan and channel the great Mr. Rogers, and "look for the helpers." That's the real state of the industry. When we can flip from the mindset of it being noisy or saturated to a growing population of individuals who are at the epicenter of world peace, it makes the work much more inviting.



COACHING IS AT THE EPICENTER OF WORLD PEACE.

This might sound like a big claim. And guess what? It is a big claim... and it's one I'll defend all day long. Here's why:

1. THE COACH TRANSFORMS FIRST.

When someone decides to become a coach, their own personal transformation has to speed up. It has no choice but to. To hold space for another person's growth, you need capacity — emotional capacity, time, physical capacity, spiritual capacity, intellectual capacity. The simple intention of wanting to help someone else calls in "growth moments" in your own life, whether you asked for them or not.

The coach transforms. And every human being who moves closer to peace within themselves contributes, however unseen, to peace in the world.

This is also a warning, though, not just a gift. If you do your inner work with intention, you can opt into an easeful path toward becoming a truly transformational coach. If you resist that inner work, you will suffer — because you're resisting your own growth. Or worse, you'll unknowingly inhibit the possibility available to your clients. The inner work isn't optional. It's the job.



COACHING IS AT THE EPICENTER OF WORLD PEACE.

This might sound like a big claim. And guess what? It is a big claim... and it's one I'll defend all day long. Here's why:

2. THE CLIENT COMES HOME TO THEMSELVES.

When people engage in coaching, they feel seen and heard, often for the first time in a long while, if not ever. In that seeing, they begin their own unfolding. They become aware of their own soul, their own heart. They start dissolving patterns that have been harming them for years, and take ownership of the potential ushering its way in.

The epicenter of peace starts here — at the level of one individual, held by a supportive coach, slowing down long enough to find a moment of calm.

And our culture is built to reward the opposite of stillness — rapid results, quick profits, putting out fires, filling every empty space because empty space is treated as wasted space.

Coaches do something radically contradictory to all of that. They create a moment where a human being can actually think, evolve, test something, iterate, and try again. Imagine a world where every human from world leaders to kids on the playground was granted a guided moment to pause and reflect with an outstretched hand before making a decision. That right there is world peace, baby.



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There is one thing human beings are extraordinarily good at: suffering. We've practiced it for generations. Luckily, the principle of the old Buddhist teaching, "Pain is inevitable, suffering is optional", is becoming more mainstream. The bad stuff will happen, but how you choose to learn from it, process it, and integrate it is entirely up to you. People are waking up to the idea that there are other ways to move through life.

And when you discover that for yourself and have built the tools to apply that to your life, the only reasonable next step is to want to share that. That's not a coincidence — when we strip back the things that make our culture complex – religion, politics, sports allegiances – humans, at our truest state, are peacemakers. We are wired to care, to steward a supported world, and lend a hand.

Helping is world peace. And Coaching simply gives that instinct a structure and a practice.

"Okay, so where is this headed, Jill?" I'm so glad you asked!



THE BIG, HAIRY, AUDACIOUS GOAL:

Technology is going to keep accelerating, giving us more choices, more speed, more options at every turn. And in that acceleration, coaching will only become more necessary because **coaching's core function doesn't come in the form of more information, but as a moment of clarity.**

Here's where it gets paradoxical: if everyone eventually wants a coach, then everyone will need to know how to coach. Which leads to a bigger dream — one I hold for this entire universe: **Every human on this planet has coaching skills.**

And if that dream comes true, the profession of coaching, as we know it, becomes unnecessary. It will have succeeded so wildly that its skills are universal. That's the actual big, hairy goal. And I'm choosing to start with the coaches who already exist today, so that eventually, we can teach everyone on the planet the fundamental skills of being a helper. Truly, of service to one another.



Let's set that topic on the shelf for a moment and zoom all the way in right to the state of YOUR coaching.

Forget your scorecard metrics, client roster, LinkedIn followers, and check in on where you're actually at: Are you present and attuned to the humans? Are you operating out of your own Coaching Magic? Are you grounded, centered, and relaxed? That's the real state of coaching worth checking in on.

You can know every framework, hold every certification, understand exactly why coaching matters for world peace — and still show up to a session scattered, rushing, half a step outside your own body. And your client will feel it. They always feel it.

The state of your coaching isn't measured by your credentials and income. **It's measured by whether you're actually there**. In my early days as a coach, a mentor said to me, "You're only valuable when a transformation occurs." And I've come to learn that if I'm not grounded and in tune with my own magic, not only will I be burnt out, I'll hold back my clients.

This is the behind the scenes, ongoing work that is foundational to everything in Part One. All of it — the world peace, the ripple effect, the dream of a planet full of helpers — starts with one coach, checking in with themselves before a session and asking: *am I fully present?* Not "did I prepare enough." Not "do I have the right questions." Just — am I here? Am I tuned in? Am I grounded enough to actually hold this space? Am I being a helper?

That's the real state of coaching I find an overflowing amount of hope in. You, my coach friends, are at the epicenter of world peace. You, HR director training your managers in coaching skills, are at the epicenter of world peace. You, attuned human who can hold space for your friend, are at the epicenter of world peace. **YOU!**