

## The Professional Coaching Movement, and WISR

The Professional Coaching movement was founded in the mid to late 1980's and finds its roots in the field of Personal and Business Financial planning. The Western Institute for Social Research's [ [www.wisr.edu](http://www.wisr.edu) ] approach to Academic Coaching and the field of Professional Coaching have many things in common, and yet they have developed independently of each other. Since 1975, WISR's faculty have used a coaching-type of approach in helping our working adult students to develop personalized BA, MA and Doctoral programs in the fields of community services, psychology, education and activist scholarship. The result has been the pursuit of excellence through academic empowerment.

It is not surprising that WISR is beginning to attract students who want to study coaching as part of their academic degree program. Their planned career objectives include life coaching, relationship coaching, or the use of coaching in such fields as education, counseling and community services. Many WISR students want to combine their present or planned careers with the capability of doing coaching. In many cases, students are preparing themselves for such related fields as mediation. Indeed, WISR now has its own campus chapter of Mediators Beyond Borders [ <http://mediatorsbeyondborders.org/> ], to further support such interests, and one of our core faculty members is a ICF Certified Master Coach [ <http://www.coachfederation.org/> ].

One study in the United Kingdom indicates that traditional and stand-alone training programs are at best 24% effective, however when the component of coaching training is added, they become 70% effective. Coaching is one of the fastest growing service industries and has become a 2 billion dollar a year industry. The reason people and companies pay for coaching is the fact that it works.

At WISR the programs are as unique as each learner. A student could be coaching with a Guerrilla Marketing Master Trainer to develop their business or organization, or a student might be working with an experienced writing coach who will help them complete that book they have always wanted to write. Another student may be pursuing a degree at WISR, building on training and studies through the Relationship Coaching Institute [ <http://relationshipcoachinginstitute.com/> ]. Whatever academically rigorous and coaching support program gives each learner the academic freedom to create their personalized academy of lifelong learning and achievement.

WISR is a place for people who have been thinking about entering the coaching profession or using coaching methods in their existing careers, and it is also for people who want coaching support and assistance while also pursuing their next life goals through a personalized program of academic studies.