



Cracking the code: research secrets for Coaches to unlock growth in the *MENA* region

ICF MENA Conference Oman – Oct '23



- 20 years as a market researcher & over 15 years leading teams
- Worked in large corporates, start ups and now run my own coaching & consulting business
- Hold a Psychology degree & hold ACC with the ICF and member of Bahrain Chapter
- International mindset: lived in UK, Ireland, USA, Spain & currently Bahrain. Support clients globally

Hey, I'm Lara



WHAT WILL YOU LEARN TODAY?

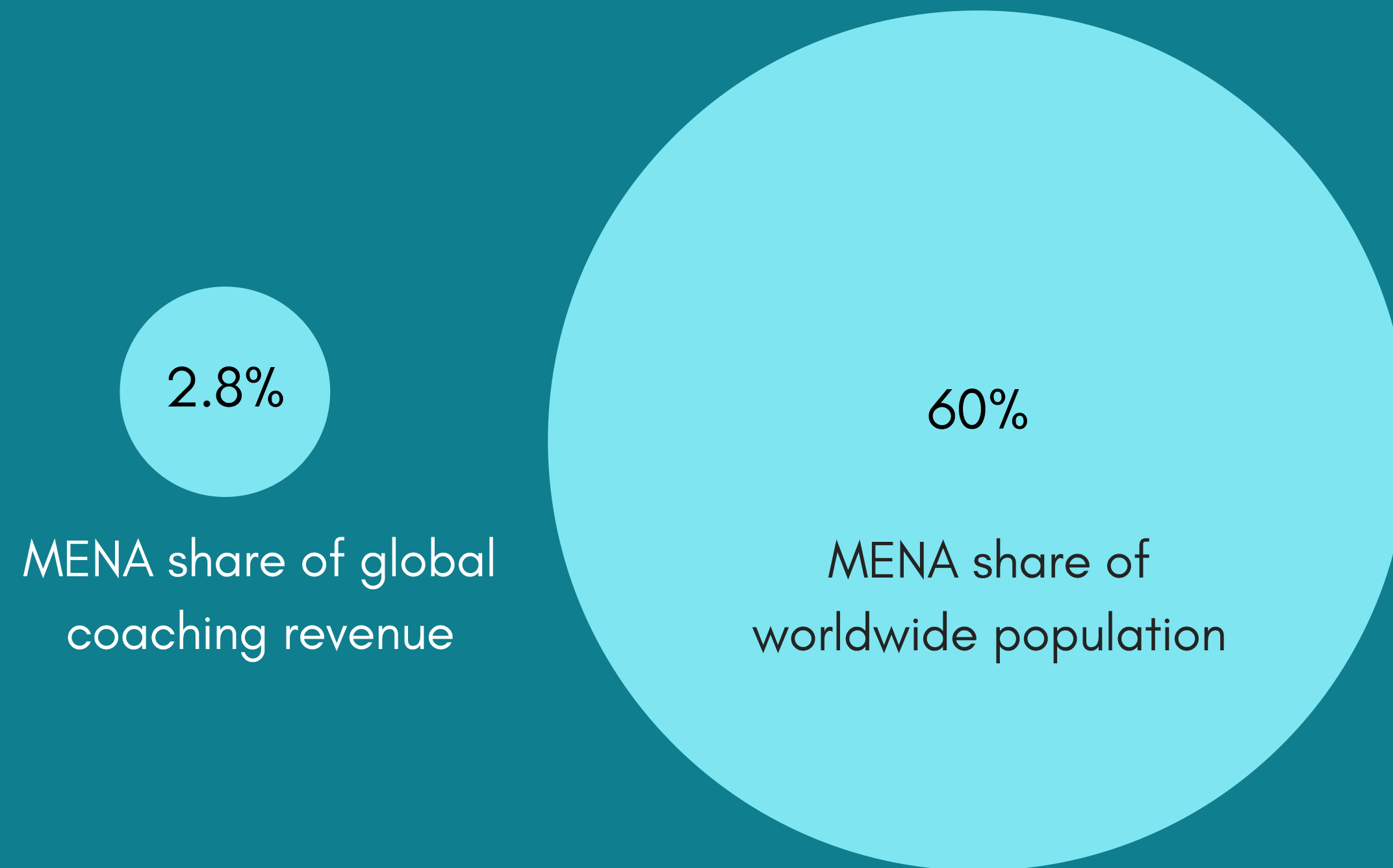


- The coaching industry in MENA
- Why its can feel hard to make an impact as a coach
- The key mistakes holding you back
- 3 research secrets for every coach to grow their business

My story...



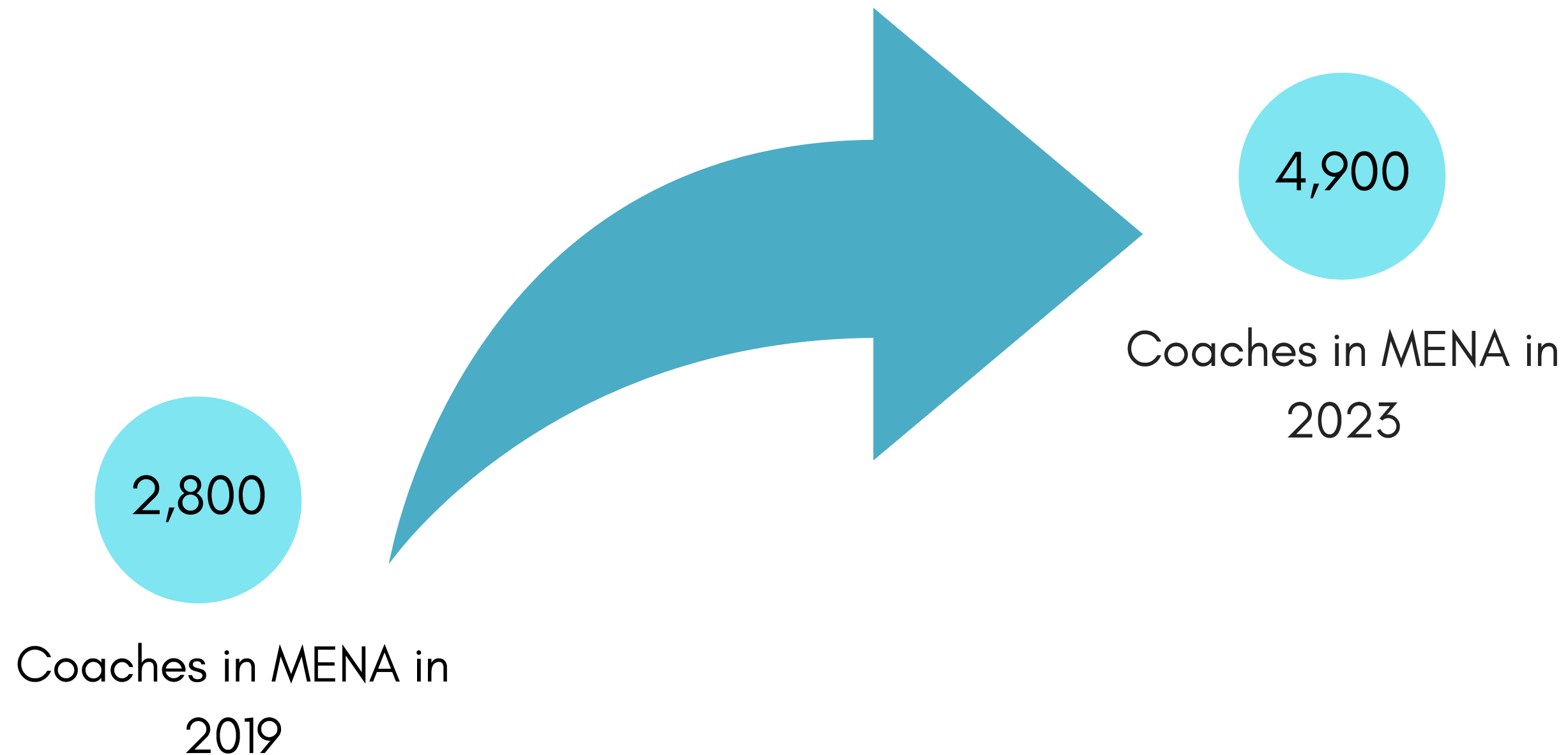
There is plenty of headroom in MENA



Source: ICF 2023 Global Coaching Survey



Rapidly growing coaches in the region



Source: ICF 2023 Global Coaching Survey



Most new coaches want to help others – but get overwhelmed with the business side of coaching

“How can I make an impact?”



Where are you on this scale?

(Hands up!)

1

Totally unsure
what or who to
focus on or not
sure how to grow
my coaching
business

2

3

4

5

Fully aligned
and focussed
on who I
support, how I
support them
and why it
matters



Where coaching and research overlap

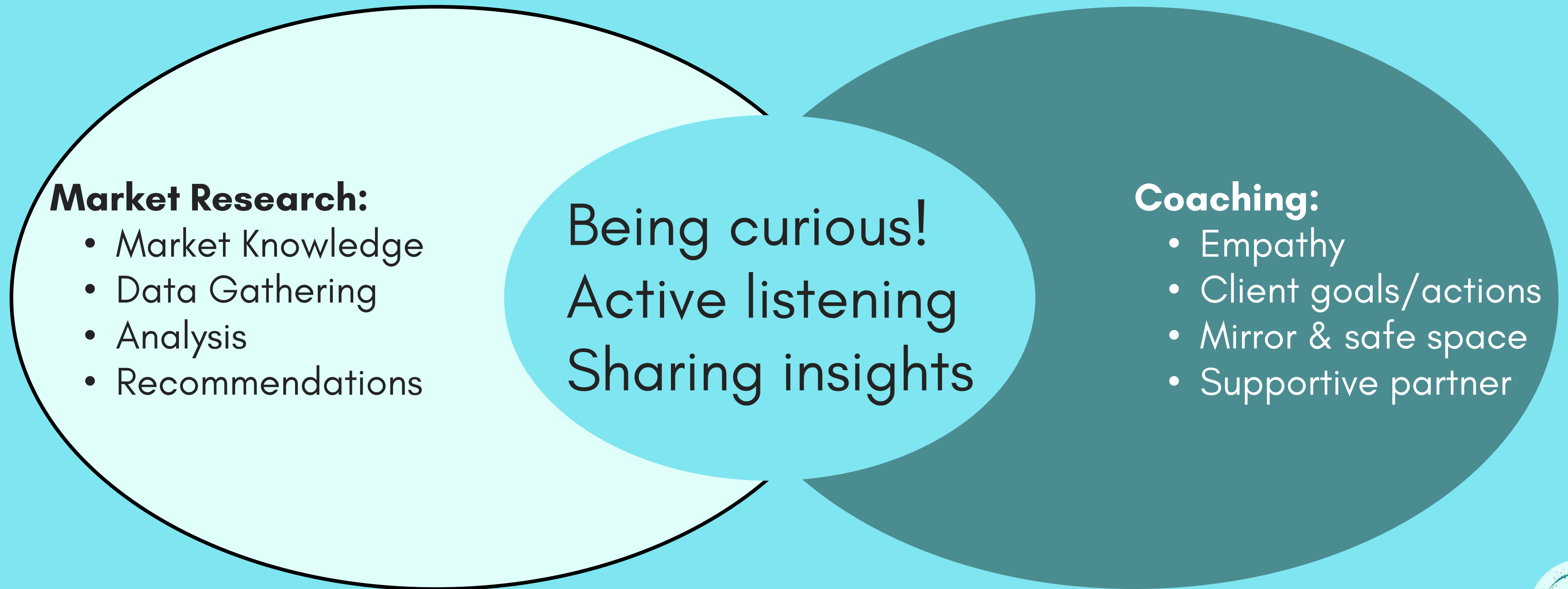
Market Research:

- Market Knowledge
- Data Gathering
- Analysis
- Recommendations

Coaching:

- Empathy
- Client goals/actions
- Mirror & safe space
- Supportive partner

Where coaching and research overlap



Research is critical for:

- Understanding your target audience
- Pain points, challenges and barriers
- Fast track your ability to connect with those you want to serve



3 MISTAKES THAT ARE HOLDING YOU BACK



**THINKING IT IS
COMPLEX**



**THINKING IT
WILL TAKE A
LONG TIME**



**THINKING YOU CAN
SELL TO 'OLD YOU'**

“Start where you are,
use what you have,
do what you can”

– Arthur Ashe



My favourite places to do “research”

Research

*Webinar
sign ups*

*Live events/
networking*

Online

In person

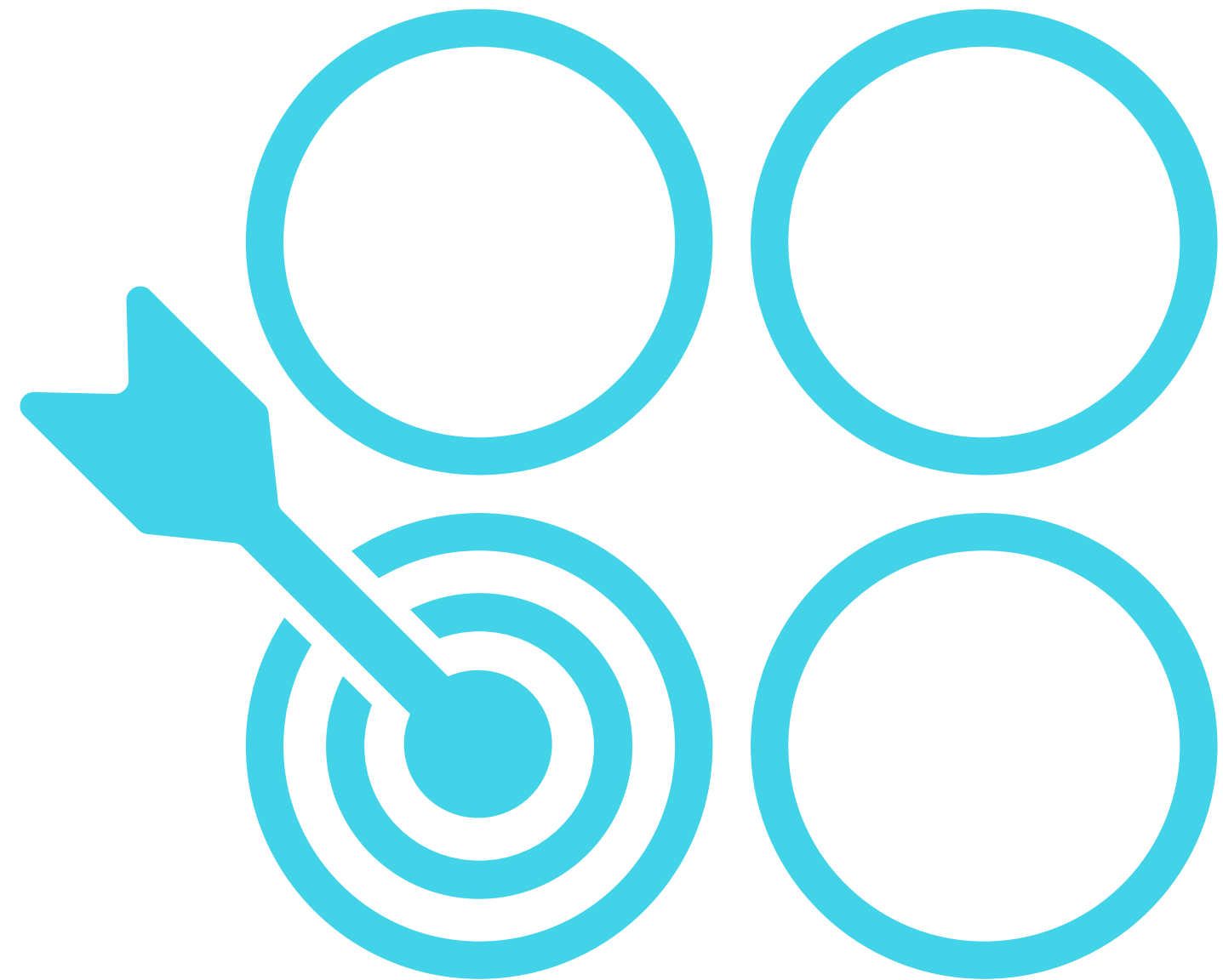
Discovery Sessions

*Testimonials &
Feedback forms*

Analysis



**Talking to the
right people is
essential if you
want to
accelerate your
growth**



**The rule of 5 helps
you get to the
heart of the
insights and
themes, validating
quickly**



Reflect, reflect, reflect



**ON THE
CONVERSATION**



**ON THE
THEMES**



**ON THE
IMPLICATIONS**

My reflection questions!

Reflect on the conversation and analyse

- What is their **situation** and main **pain points**?
- What **desired outcomes or benefits** are the clients looking for?
- What **examples / language** was used to describe the pain points / outcomes?
- What **questions** did they ask? (Signalling interest)
- Was there anything they **seemed confused about** re coaching?
- Are there any other **important notes or observations** about the clients?

Reflect on the themes emerging (after 5 conversations/ interactions)

- What **common themes** appear as you conduct more calls?
- Is there any misalignment between what they **need vs. want**?
- What makes the difference between **clients who say yes vs clients who say no**?

Reflect on the implications

- **Do you feel energised and excited** to work on those issues with people?
- **What further questions** / areas you'd like to uncover next



RECAP : UNLOCKING THE CODE FOR GROWTH



- Act like a coach, and analyse like a researcher
- Utilise your existing activities to gather your insights
- Test, learn, question, tweak, reflect and repeat!

What did you learn?



- What value did you get from today's session?
- What were your lightbulb moments?

Q&A time

Ask me anything!



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Stay in touch!

