

Unlocking Insights 2025: Business trends through a coaching lens

Provided by



Hoolr

What you'll find in this report

Trends that are shaping the way people lead, grow, and work.

This mid-year report highlights **the most common coaching needs, confidence trends, and sector differences** seen across the Hoolr platform from January to June 2025.

Drawing on anonymised data shared by coaches and coachees who opted in to high-level analysis, this snapshot offers a view into the evolving coaching landscape — helping HR leaders and coaching teams understand where individuals are seeking support, how confidence is shifting, and how patterns differ between the public and private sectors.

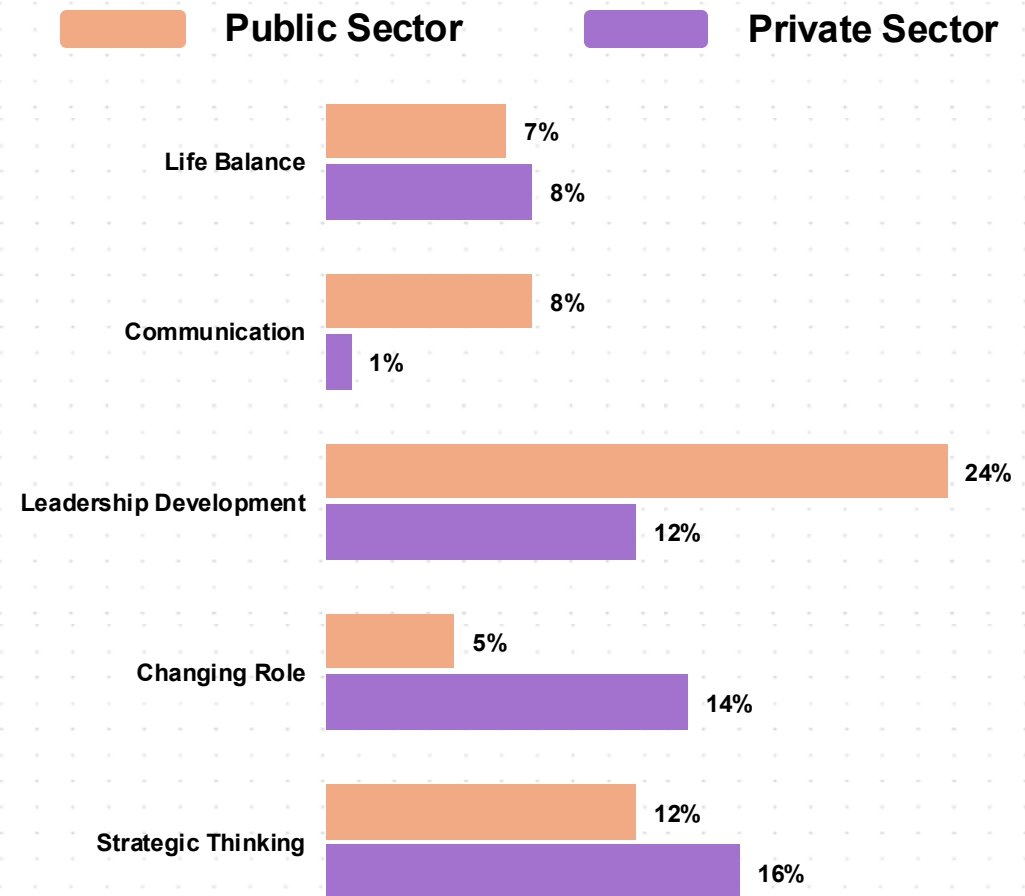
Insights are based on aggregated coaching goals, confidence scores, and reflective notes, allowing us to surface key trends without identifying individuals or specific organisations.

Learn more at www.hoolr.com

How do coaching priorities compare between individuals in the public and private sectors?

HR leaders should note the contrasting priorities across sectors: **public sector organisations are twice as likely to focus on leadership development** (24% vs. 12%), while private sector counterparts place greater emphasis on strategic thinking (16% vs. 12%) and evolving roles (14% vs. 5%). These differences highlight where capability building vs. agility are taking precedence.

Public sector emphasis on leadership development may reflect stability goals, while private sector's strategic focus signals change readiness.



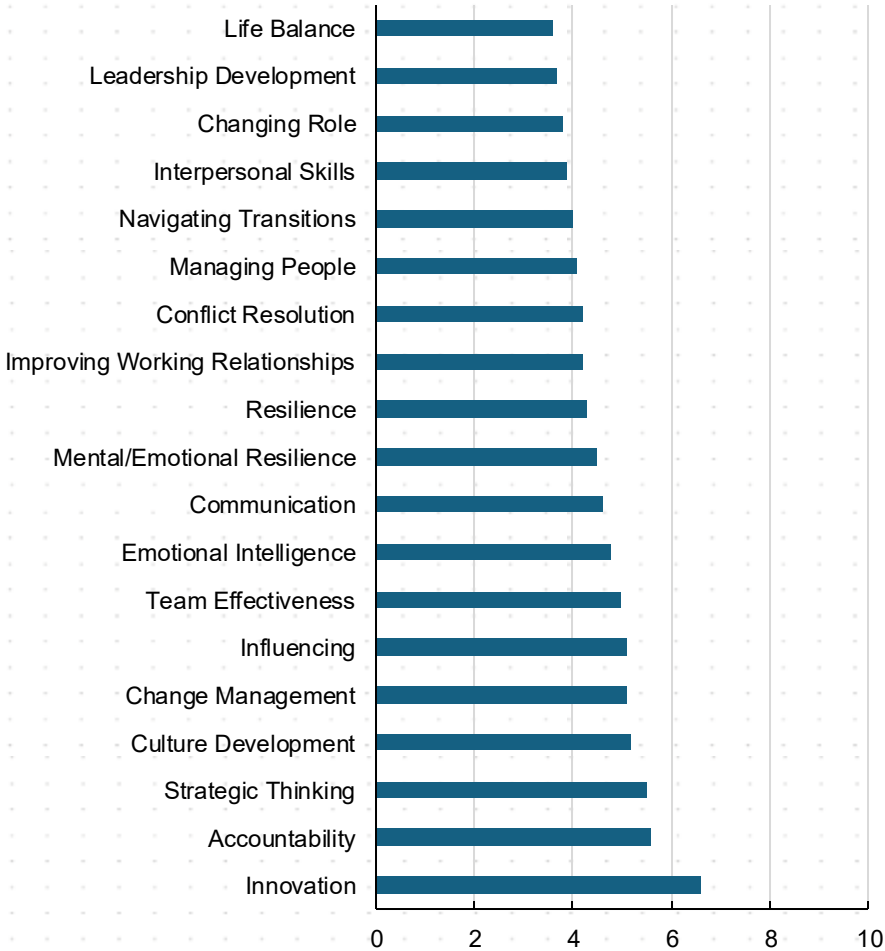
Confidence of Goals: Measured though coaching

Hoolr asks coachees to mark the goals they wish to work on during their coaching relationship and assign a confidence level to each goal.

Our data shows the goals with the lowest confidence level at the beginning of coaching relationships were:

- 1. Life Balance
- 2. Leadership Development
- 3. Changing Role

Coaching Goal Confidence 2025



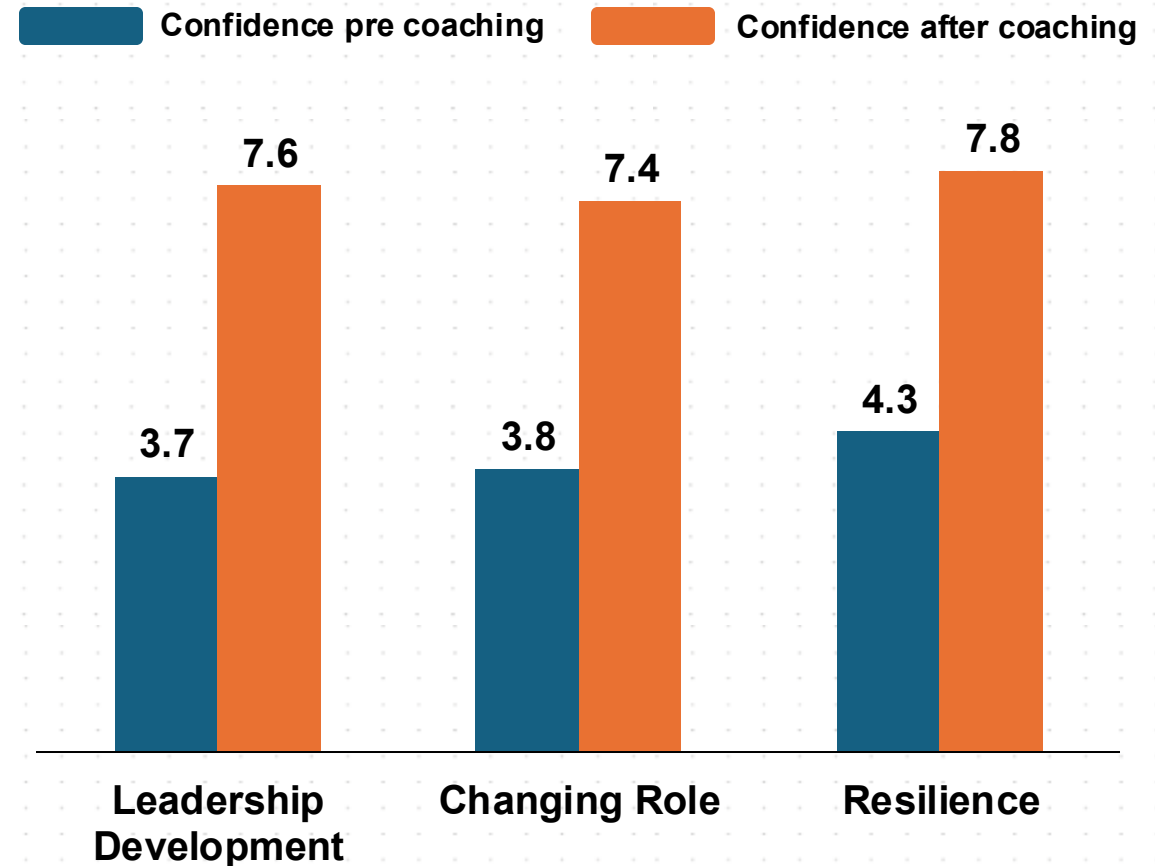
Where coaching is having the biggest impact in 2025

Hoolr data shows that coaching has the greatest impact on **Leadership Development, Changing Role, and Resilience**, with confidence scores nearly doubling in each area. For example, confidence in resilience rose from **4.3** to **7.8**, highlighting the transformational effect coaching can have.

These areas benefit most because coaching provides a **focused, reflective space** to build clarity, self-awareness, and direction. It supports individuals as they step into new roles, lead with confidence, and manage pressure more effectively.

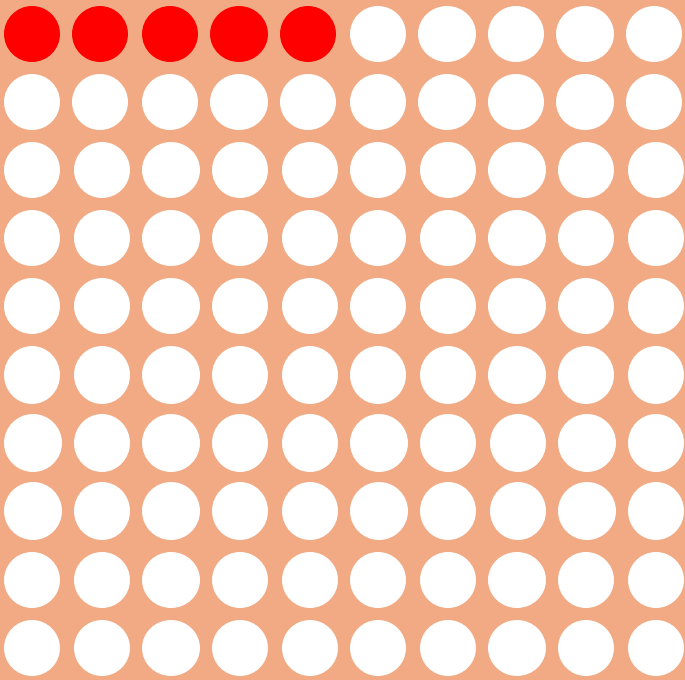
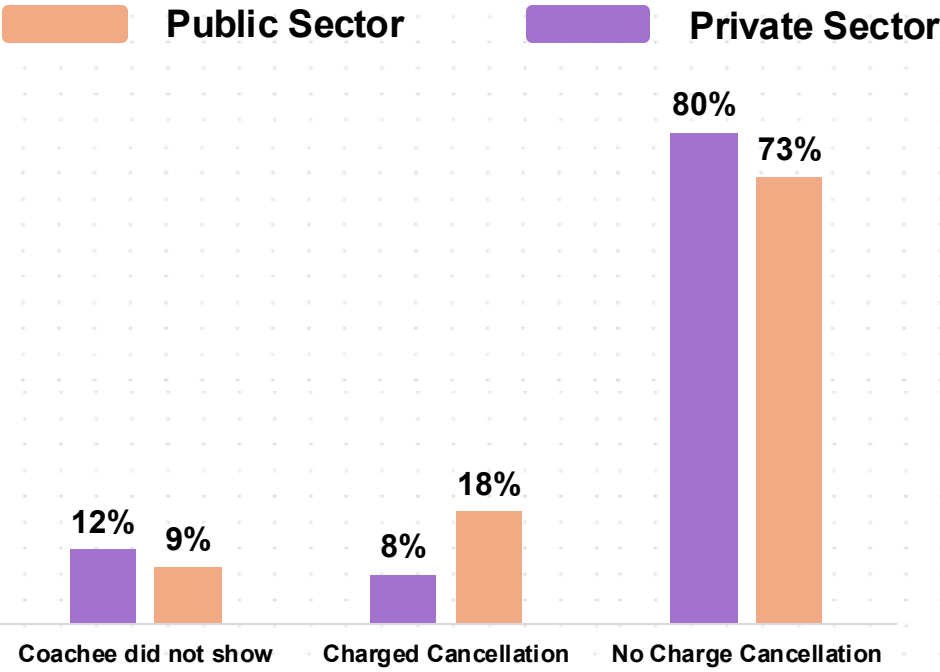
For HR, this reinforces coaching as a **strategic tool** — not just for individual growth, but for strengthening leadership pipelines and building an organisation more prepared for change.

Coaching drives significant confidence gains across key development areas of Leadership Development, when Changing Role and Resilience.



Cancellation Trends

How cancellations are handled varies significantly between sectors - with the public sector more likely to incur a fee.



5 cancelled sessions per 100 sessions

In 2025 there are 5 cancelled sessions for every 100 delivered compared to 4 in 2024.

Cancelled sessions are more likely to be charged for in the Public Sector.

Coachees are more likely to not show up for a session without warning in the Private Sector.

Top Themes Across Hoolr

The top coaching themes of 2025 reflect a strong focus on **building leadership and strategic capability**.

Leadership Development leads the list, highlighting organisations' need to grow internal talent amid ongoing change. **Strategic Thinking** follows, indicating a demand for employees to contribute at a more strategic level as businesses navigate complexity and transformation.

Themes like **Life Balance**, **Communication**, **Changing Role**, and **Team Effectiveness** point to the human realities of change. The prominence of Life Balance shows that wellbeing remains a key concern, while the rise of Changing Role and Team Effectiveness suggests many are adapting to evolving responsibilities and team structures — with coaching playing a key role in helping them stay confident and aligned.

Leadership development and strategic thinking were the most common coaching themes on the Hoolr platform in 2025.

1. Leadership Development

2. Strategic Thinking

3. Life Balance

4. Communication

5. Changing Role

6. Team Effectiveness

What does this mean for HR and business leaders?



Invest in internal leadership development

Leadership Development has remained the top coaching theme across the Hoolr platform in 2025, accounting for 21% of all coaching conversations. This highlights a clear **opportunity for HR and business leaders to double down on internal talent pipelines**. Rather than relying on external hires, organisations are increasingly using coaching to equip emerging leaders with the mindset and skills to step up - particularly important in an environment where budgets are tight and agility is key.

Equip employees for strategic thinking and role transitions

The rise of **Strategic Thinking** and **Changing Role** as coaching themes points to a growing expectation for employees to operate beyond their functional roles. Business leaders should ensure staff have the tools and support to think long-term, adapt to new responsibilities, and contribute meaningfully to evolving priorities. Coaching is proving to be a powerful lever for building strategic awareness and confidence in times of transition.

Prioritise wellbeing as a performance driver

The presence of **Life Balance** among the top three themes underscores that **employee wellbeing is no longer a “nice to have”** - it's a foundation for sustainable performance. Coaching data suggests that when people feel supported to manage their energy and boundaries, they show up more effectively. For HR leaders, the message is clear: supporting life balance isn't a distraction from performance - it's a condition for it.

How Hoolr Helps HR and Business Leaders Respond

Making people development measurable, visible, and aligned.

Hoolr is purpose-built to support coaching programmes that align with evolving organisational needs. For HR and business leaders looking to strengthen leadership pipelines, adapt teams to change, and prioritise wellbeing, Hoolr provides a platform that not only streamlines the admin of coaching, but also leverages **AI-powered analysis** to surface actionable insights from across the organisation.

Through real-time dashboards, AI-driven theme detection, and pattern recognition, leaders can see where coaching is having the greatest impact — whether it's boosting confidence in leadership, supporting strategic thinking, or helping employees navigate role transitions. Hoolr's intelligent reporting helps HR teams link coaching activity to business priorities, spot trends early, and make faster, more informed decisions about where to invest in people development.

By making coaching programmes more visible, measurable, and aligned, Hoolr enables organisations to **scale a culture of support and growth** - giving employees what they need to perform today while preparing for the challenges of tomorrow.

Learn more at www.hoolr.com



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