2017 ICF STRATEGIC GOALS

ICF Members **represent excellence** in professional coaching.

PRIORITY: ICF researches, develops and implements robust standards, governance and operational procedures/structures, and applicant requirements for all aspects of the Credentialing Program.

ICF has the **strongest global brand**.

ICF fosters the application of coaching for **societal change**.

ICF is the **most relevant** professional coaching organization.

PRIORITY: ICF will deliver and maintain presence at high-quality global events.

ICF **promotes professional coaching**.

ICF will further develop and progress the plans to **expand the scope and influence of the organization**.

PRIORITY: ICF establishes thought leadership through a Thought Leadership Institute.

ICF expands the activities of the ICF Foundation.

ICF creates offerings for organizations and corporations building coaching cultures.

ICF explores separation of the Credentialing and Program Accreditation functions.

This document reflects ICF's Strategic Priorities as of March 2017.

ICF
International Coach Federation

VISION STATEMENT

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

MISSION

ICF exists to lead the global advancement of the coaching profession.

VALUES

We are committed to reliability, openness, acceptance and congruence and consider all parts of the ICF community mutually accountable to uphold the following values:

- Integrity
- Excellence
- Collaboration
- Respect

Coachfederation.org

2017 ICF STRATEGIC PRIORITIES

ICF researches, develops and implements robust standards, governance and operation procedures/ structures, and applicant requirements for all aspects of the Credentialing Program.

A special emphasis is placed on renewal requirements for ICF Credential-holders and researching possibilities for the best possible professional credentialing system that ensures ongoing professional development. Such a system needs to be reliable, fair, objective and legally defensible; utilize multiple factors and criteria; and differentiate the levels of coaching performance. The research will utilize new and cutting-edge thinking and invite insights from subject-matter experts.

ICF will deliver and maintain presence at high-quality global events.

An emphasis was placed on ICF Converge 2017, to be held in August 2017.

ICF will further develop and progress the plans to expand the scope and influence of the organization.

This is a continuation of previously approved strategies of establishing thought leadership through a Thought Leadership Institute; expanding the activities of the ICF Foundation; creating offerings for organizations and corporations building coaching cultures; and further exploring separation of the Credentialing and Program Accreditation functions.

This document reflects ICF's Strategic Priorities as of March 2017.