

BOARD REPORT

June 22–24, 2017, the ICF Global Board of Directors met for its mid-year meeting in Buenos Aires, Argentina. The evening prior to the meeting, ICF was honored to host more than 50 members of ICF Argentina for a reception and short program.

During the strategic planning session and Board meeting, the Board discussed several important topics including the following:

- **ICF Structure and Sphere of Influence** – The Board continued to refine and expand an operating framework that allows the Association to better focus on multiple stakeholder groups and strategic initiatives that ultimately position ICF to meet its mission. With the ICF Foundation's expanded activities and the continued evolution of ICF's Credentialing and Program Accreditation offerings, the focus remains on members and expanding the marketplace for coaching and coaches. The conversations from last year continue regarding the Thought Leadership Institute and developing a better framework for working with organizations that build strong coaching cultures.
- **Awards Program** – The Board approved a new program which will create an award based on contributions toward the advancement of the coaching profession. This award will seek to publicly acknowledge and recognize experienced professional coaches who have made significant contributions to ICF and to the coaching profession, and who embody the core values of ICF (integrity, excellence, collaboration and respect).

In addition, an award for young coach leaders was also approved. This award will recognize early-career coaches who are building a strong foundation for their own professional development, demonstrate high potential to make significant contributions to ICF and the coaching profession in the future, and embody the core values of the organization. Details about both of these programs will be announced in the coming weeks.

- **Credentialing** – As the credentialing program grows in number and gains influence globally, it is important for offerings to remain relevant and rigorous and meet universally accepted standards. Another factor is the fact that the global standards for credentialing systems evolve as well. With that in mind, the Board continues to consider various enhancements to the credentialing and accreditation programs, including:
 1. Potential credential offerings beyond ACC, PCC and MCC
 2. Credential renewal policies to ensure ongoing professional growth and increasing coaching knowledge and skills
 3. Requirements for mentor coaching and mentor coach training to support the coach's journey toward their credentials
 4. Enhanced knowledge and performance-based assessment processes to meet global standards and embrace innovation in this field
 5. New standards for approving CCEs to better align with ICF Core Competencies

ICF staff, coaches serving as subject matter experts and credentialing consultants are working to develop recommendations that increase the value and quality of our credential offerings. The detailed proposal will be discussed by the Board in October 2017.

- **Events Strategy** – Engaging and informative events have become a hallmark of ICF. As the way in which content delivery changes and members want to consume content evolves, ICF must also engage in new ways. To that end, the Board agreed to a global events structure that includes the biennial global conference (ICF Converge), ICF Advance events that will showcase

an all-virtual delivery of live and repackaged content, and the continuation of the Business Development Series (BDS). The Advance and BDS events will occur during the years in which ICF Converge does not take place. In addition, ICF regions are encouraged to host regional events during the years in which ICF Converge is not held. ICF Chapters around the globe will also continue to hold their own events.

- **Financial Education for Chapters** — Strong, well-operated and well-funded chapters are the backbone of ICF's organizational structure. To that end, the Board wants to provide additional support for chapters so that they can better understand, and apply for, funding opportunities that are available. This will come through educational initiatives that highlight funding opportunities from ICF Global, good financial management and proven innovative funding strategies based on chapters' experience. In addition, there is continued desire to find ways to allow chapters to better share best practices through mentorships, RAC coordination and case studies.
- **Indicators of Performance Excellence** – The Board approved Indicators of Performance Excellence for the current fiscal year which includes items such as membership retention, global member satisfaction scores, credentialing process satisfaction and advocacy scores, credentialing and accreditation timelines, additional language opportunities for PCC applications, and increased participation in the corporate discount membership program. These items are some of the measures utilized to determine our progress towards strategic objectives for the year and are reflective of ICF's strategic focus for 2017.