

2017 Ethical Conduct and Compliance Report

APRIL 1, 2017 — MARCH 31, 2018

The Independent Review Board (IRB) is an integral part of the International Coach Federation (ICF) and a cornerstone for the Association's guidelines regarding ethics and values. The IRB's charge is to uphold the standards of the coaching profession as stated in the ICF Code of Ethics. This report summarizes the IRB's progress and accomplishments during fiscal year (FY) 2018 via the Ethical Conduct Review (ECR) process. It includes an overview of the complaints received in FY 2018. Further, this overview includes compliance matters brought before ICF Global during this time frame.

Standards and Compliance Overview

ICF invests significant resources in refining and maintaining the ECR process. It is our goal to support ICF Members in better understanding the charge of the IRB and the role of the ECR process and its value to the industry. We hope that by providing information about the number of cases that come before the IRB, including the standards that have been breached, trends we are seeing and areas in which coaches need to be particularly mindful, we will enhance awareness and promote greater ethical behavior.

This work also contributes to the IRB's educational initiatives regarding the ICF Code of Ethics and how it can be improved to ensure coaches are held to higher standards within the industry.

Further, by sharing some statistical information regarding the number of trademark disputes managed, we can enhance ICF Members' understanding of our efforts to ensure the sustained value of the ICF brand. Individuals who have not met and committed to the stringent ICF standards for membership and/or credentialing cannot refer to themselves as ICF Members and/or ICF Credential-holders.

ICF is committed to upholding high standards and educating our members and the public. We believe the best way to do this—and to hold ourselves accountable to making it a continuing commitment—is through transparency.

Independent Review Board 2017

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2017 Complaint Summary Fact Sheet

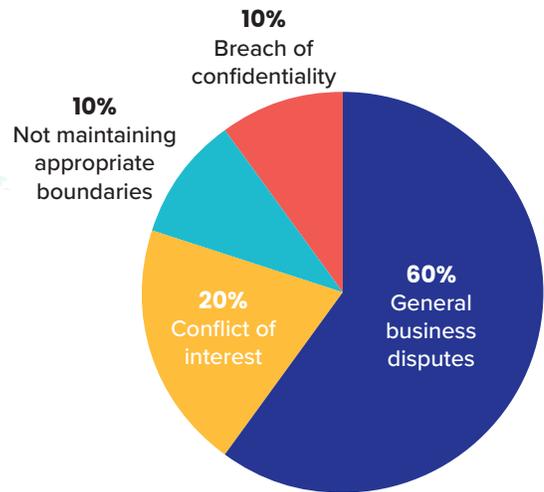
10 Formal Complaints Filed 4 Cases Administered by the IRB

Many complaints submitted are against non-ICF-affiliated personnel or outside the purview of the ECR process.



Map represents the countries in which complaints were received.

THEMES OF CONCERN:



Trademark Summary

We are diligent in maintaining ICF intellectual property, including the management of trademark infringement, to ensure brand alignment and the continued value of affiliating with the ICF brand. Conveying one's affiliation with ICF appropriately is imperative for market clarity; therefore, we strictly enforce logo usage policies as outlined in our brand guidelines.

Individual Issues: 49

TYPICAL EXAMPLES:

- A non-ICF Member using the ICF logo on marketing materials
- An individual ICF Member using the ICF logo on their employer's website, conveying an overarching affiliation with ICF
- An individual ICF Member using an ICF program accreditation logo to convey that they completed ICF-accredited coach-specific training

Organizational Issues: 63

TYPICAL EXAMPLES:

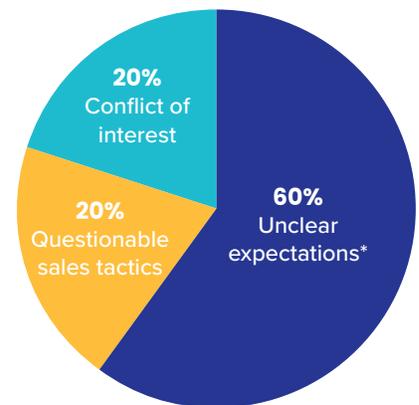
- A coaching school without an ACTP using the ACTP logo on marketing materials
- A coaching school with an ICF-accredited program using ICF program accreditation logo to imply that all programs offered are ICF-accredited (when they are not)
- An organization using the ICF logo on its website to convey an overarching relationship with ICF



The number of trademark issues addressed **declined by 24%** from 2016–2017 due to the continued educational efforts of the ICF Compliance and Marketing and Communications teams.

ICF-accredited Programs Complaints: 5

THEMES OF CONCERN:



*Service didn't meet expectation of students; students didn't meet expectation of trainers, etc.

Have an ethics question?

Email ethics@coachfederation.org or call +1.859.226.3580.

2017 ICF IRB Complaints

The cases below are heavily redacted to ensure anonymity. As a result, nuances upon which the IRB based a final decision may not be present in the text.

COMPLAINT 1: The coach in question engaged in inappropriate behavior with a client.

Country: Argentina

Outcome: The IRB recommended a set of remedial actions that included the suspension of the individual's ICF Credential.

COMPLAINT 2: The coach in question failed to maintain appropriate boundaries.

Country: Canada

Outcome: The IRB recommended a set of remedial actions that included the coach participating in an experiential course that would provide learning and exploration of the individual's contracting abilities. The goal was to help this coach better define and create boundaries in any given situation.

COMPLAINT 3: The coach in question failed to maintain professional boundaries.

Country: Canada

Outcome: The IRB recommended a set of remedial actions that included the coach participating in an experiential course that would provide learning and exploration of the individual's contracting abilities. The goal was to help this coach better define and create boundaries in any given situation.

COMPLAINT 4: The coach in question failed to maintain confidentiality.

Country: USA

Outcome: The case was rescinded.

Learn more about ICF's industry leadership in the areas of ethics, standards and self-regulation at coachfederation.org/icf-ethics.