

## BOARD REPORT

From January 24–26, 2019, the ICF Global Board of Directors met in Mumbai, India, for its first strategic planning meeting of the year.

During this meeting, the Board discussed the role of ICF in the evolution of coaching and how we can best lead ICF Members, Credential-holders, accredited programs, Chapters/regions and supporters to—and prepare them for—a shared vision of the future, reflected in our [mission statement](#).

Specifically:

- The Board welcomed new Directors Emily Kamunde-Osoro, ACC (Kenya); Linda McLoughlin, MCC (Ireland/UAE); and Catherine Tanneau, MCC (France), to their first meeting.
- The Board began the process of creating a new strategic plan for the next three years. This process included the review of a horizon scan, a compilation of trends and observations that could impact coaching in the coming years. The Board also reviewed the American Society of Association Executives' *Drivers of Change*, an environmental scan that looks at societal and technological trends relevant to associations.

This year, the Board utilized the Objectives, Goals, Strategies and Measures (OGSM) process for strategic planning. While there is still much work to be done before rolling out a full strategic plan in April 2019, the Board discussed many of the foundational elements during the meeting. Over the next couple of months, the Board will work with staff, chapter leaders and other stakeholders to complete the strategic plan.

The three focus areas of the strategic plan are as follows:

- (1) Leverage the ecosystem to boost members professional growth for impact and confidence
  - (2) Provide a sense of belonging through an integrated community
  - (3) Position ICF coaches as the Gold Standard
- The Board continued working through details of a system that would allow the Association to engage multiple stakeholders and create an environment that allows ICF to focus on different aspects of the coaching discipline. This approach would provide an opportunity for expansion, exploration and impact. The system includes a community of accredited training organizations, a Thought Leadership Institute, the ICF Foundation, a greater space for organizations using coaching and stewarding coaching cultures, and a continued focus on credentialing and standards for coach practitioners. The Board engaged in designing the envisioned future and discussed some of the mechanisms for this work, as well as a timeline for implementing these initiatives.
  - From time to time, ICF reviews its elections and nominations policies and procedures to ensure that they are still relevant and reflect members' needs. To that end, the Board created a task force to review these policies and make recommendations for any changes before the next election cycle.
  - Upon careful examination, the Board decided not to increase membership dues for Fiscal Year 2020. (The Board last increased membership dues in 2013.) The Board also discussed the need to create a mechanism to support chapters that find themselves amid a catastrophic economic or environmental disaster.

- The Board also took an opportunity to review the [Strategic Plan Quarterly Update](#) through the third quarter of Fiscal Year 2019.

During the visit to Mumbai the Board also hosted an evening event for the local ICF Chapter and Members. Approximately 45 coaches attended. They had a chance to discuss with the Board and staff the priorities of the organization, local market conditions, trends with coaching in organizations, coach training, etc.

Prior to the meeting, several Board members had the pleasure of meeting with a group of human resources professionals and other purchasers of coaching from local corporations at an ICF Mumbai breakfast event. The discussion included trends at the intersection of corporate effectiveness and coaching, needs of organizations wanting to build strong coaching culture, and the intricacies of utilizing both internal and external coaching. There was a strong focus on coaching education and qualifications, such as ICF Credentials.

Following the meetings, ICF Global Board members and staff visited ICF Delhi NCR, two ICF Australasia branches (New South Wales and Victoria) and ICF Korea.