



# ICF MEMBER GUIDE

STAY CONNECTED TO ICF

# Letter from the CEO

Dear ICF Member and Colleague,

To be a professional coach, you must take on many roles, including practitioner, business-builder, and trainer or researcher. You do this in service of a single goal: transforming lives, one client at a time, by being the best coach you can be. We are so glad that you've made the choice to continue the role of an ICF Global Member.

ICF Members represent the highest quality of professional coaching. We are committed to helping you be the best coach you can be by connecting you with opportunities for network-building and continuous growth. We are honored to be your partner as you continue to develop yourself and grow your coaching practice.

Please remember that, as an ICF Member, you also play many different roles: that of an owner (we are, first and foremost, a membership organization), a customer (we offer access to a variety of world-class products, services and benefits) and, often, a volunteer at the local, regional or global level—thank you for that! I invite you to review this document to discover how you can engage with our vibrant global community and get maximum value out of your ICF Membership, with new offerings being added each year.

Whether you have been an ICF Member for a long time or joined us more recently, we are delighted that your voice is part of the global conversation around the art, science and practice of professional coaching. Only by working together can we achieve our mission of leading the global advancement of the coaching profession. Thank you for joining more than 25,000 colleagues and peers on this journey!

Warm regards,



Magdalena N. Mook  
ICF CEO/Executive Director

## Table of Contents

3 Stay Connected

4 Maximize Your Membership

6 Continue Your Journey



# Stay Connected

One of the most valuable things about your ICF membership is being a part of a community of coaches who understand and share your challenges and joys. There are numerous opportunities to cultivate connections to the ICF community on the local and global level.

- ☐ **Engage with your local ICF Chapter.** Every day, coaches around the world connect with ICF on a local level by affiliating with the ICF Chapter in their region. Don't miss the opportunity to network with your peers at chapter events, enjoy valuable continuing education offerings, and help your local community flourish through pro bono coaching initiatives and other service projects.
- ☐ **Share your expertise with your peers.** The **ICF Blog** offers professional coaches around the world a platform to share knowledge, suggested practices and practical tips with their peers. Consider writing a guest post.
- ☐ **Give and receive coaching through reciprocal peer coaching.** **Reciprocal Peer Coaching** is accessible to all ICF Members and enables them to receive professional coaching from one colleague in exchange for time spent coaching another peer.
- ☐ **Participate in an ICF Community of Practice.** ICF's Communities of Practice (CPs), which generally meet by teleconference monthly, offer a venue to discuss best practices and new ideas with coaches from around the world who share your professional interests. ICF-credentialed CP participants also earn Continuing Coach Education (CCE) units toward credential renewal.
- ☐ **Vote to elect ICF Global Board Members.** The ICF Global Board sets the vision, mission and objectives of our organization. Make your voice heard by participating in the election process annually.
- ☐ **Pursue leadership positions at the local or global level.** We encourage our members to volunteer in ICF's governance and oversight. Many opportunities exist at the local and global levels for ICF Members and Credential-holders to become involved with ICF, help shape our organization's future and give back to the coaching community.



Connect with a community of coaches who share your challenges and joys.

# Maximize Your Membership

ICF Global Membership comes with a lot of value. To make sure you're getting the most out of your membership, take these steps to familiarize yourself with ICF's tools and resources.

## Month One

- ☐ **Review your member profile at [Coachfederation.org](https://coachfederation.org).**  
It is important to keep your profile up-to-date with current contact information, a description of your coaching services and a photo. Your member profile, unless you specify otherwise, is viewable by anyone searching the **ICF Member Directory**. If you hold an ICF Credential, filling in your profile is especially important because that information shows up in the **Credentialed Coach Finder (CCF)**. CCF increases your visibility among individuals and organizations seeking a coach.
- ☐ **Download the current [ICF logo](#) for personal use and review the [Brand Manual](#) for updates.** Leverage the instant credibility afforded by the ICF Global brand by using the ICF logo on your website, in email communications and on stationery items. ICF Credential-holders can contact [support@coachfederation.org](mailto:support@coachfederation.org) to obtain the appropriate logo.
- ☐ **Connect with ICF online.** Are you on [Facebook](#), [LinkedIn](#), [Twitter](#), [Instagram](#) or [Google+](#)? Find ICF the next time you're logged in. You can also sign up to receive a monthly digest of posts from the [ICF Blog](#).
- ☐ **Engage with your [local chapter](#).** One of the best ways to build community within ICF is to join an ICF Chapter. To date, there are more than 140 chapters located in more than 75-plus countries around the world.
- ☐ **Check out the [ICF Event Calendar](#).** The ICF Event Calendar is your resource to find upcoming training opportunities and events. For ICF Credential-holders, the calendar includes events that yield CCE units toward credential renewal.
- ☐ **Request your copy of an [ICF Global Membership certificate](#).** Members can automatically access a PDF of their membership certificate. Display your membership certificate to let clients know you're a part of ICF.
- ☐ **Find your region's [Member Experience Ambassador\(s\)](#).** These individuals can respond to your membership and credentialing questions, connect you with valuable resources, and help you find new ways to engage with the ICF Global community.



**Make sure you're getting the most out of your ICF Membership.**



## Month Two

- ☐ **See what's available in the ICF Member Toolkit.** As an ICF Global Member, you can download content, including printable marketing collateral, fact sheets, press release templates and more. Items are regularly updated.
- ☐ **Learn how ICF Partner Programs can save you (and your business) money.** ICF Media Partners and ICF Business Solutions Partners offer discounts or special pricing to ICF Members on their goods and services. ICF's Partners offer a wide range of products and services, including insurance, assessments, software solutions and magazine subscriptions.
- ☐ **Visit the ICF Research Portal.** The ICF Research Portal contains entries for more than 2,000 articles, case studies and reports about coaching and related topics. ICF Members also enjoy discounts on full **ICF research reports**.
- ☐ **Participate in an ICF Community of Practice (CP).** Exchange ideas and best practices with coaches from around the world who share your interests. ICF's CPs are a great way to build your global network while advancing your coaching knowledge. By participating in CPs, ICF Credential-holders can also earn CCE units toward credential renewal.

## Month Three

- ☐ **If you haven't already, consider joining over 25,000 coaches around the world who have chosen to earn an ICF Credential.** As an ICF Member, you are eligible for a significant discount when applying for an ICF Credential.
- ☐ **Participate in Reciprocal Peer Coaching.** ICF's Reciprocal Peer Coaching Program is accessible to all ICF Members and enables them to receive professional coaching from one colleague in exchange for time spent coaching another peer. Beyond the investment of time in coaching and being coached, participating ICF Members need only pay a nominal coordination fee for the program to match them with a coach and client and to monitor each reciprocal peer-coaching relationship to completion.
- ☐ **Pursue additional coach training.** ICF offers a **Training Program Search Service (TPSS)** so members can search for Accredited Coach Training Programs (ACTP), Approved Coach Specific Training Hours (ACSTH), and Continuing Coach Education (CCE). Use the search tool to find a program that fits your needs.
- ☐ **Familiarize yourself with the different levels of ICF leadership.** Learn about the **ICF Global Board of Directors, ICF Global Committees task forces and core teams**, and the **ICF Strategic Plan**. If you are interested in leadership development, the ICF recommends you begin at the ICF Chapter level and advance to ICF Global leadership positions.



ICF research  
helps members  
communicate  
the power of  
coaching to  
potential clients.

# Continue Your Journey

Achieving an International Coach Federation (ICF) Credential is a necessity in a growing industry. If you're ready to take the next step in your development as a professional coach practitioner, it's time to begin your pursuit of an ICF Credential.

## A competitive advantage

There has never been a better time to be an ICF Credential-holder. According to the *2016 ICF Global Coaching Study*, coaches who hold a credential from a professional coaching association report higher annual revenue from coaching than their peers without a credential. Furthermore, 77 percent of coach practitioners agreed that clients expect their coaches to be credentialed.

## Satisfied clients

According to the *2014 ICF Global Consumer Awareness Study*, clients were more likely to be satisfied with their coaching experience and recommend coaching to others when they worked with a credentialed coach.

In the same study, 83% of adult consumers who had experienced a coaching relationship said it was important for coaches to hold a credential.

## Increased visibility

ICF Credential-holders who are also ICF Members receive a free listing on ICF's Credentialed Coach Finder (CCF). CCF can help you connect with individuals and organizations that seek your coaching services. Visit CCF at [CredentialedCoachFinder.com](http://CredentialedCoachFinder.com).

## Program requirements

ICF Credential-holders have fulfilled rigorous education and experience requirements and demonstrated a strong commitment to excellence in coaching. To be eligible, a coach must:

- Complete coach-specific training
- Achieve a designated number of coaching experience hours
- Partner with a Mentor Coach
- Demonstrate the appropriate understanding and mastery of ICF's definition of coaching, Code of Ethics and Core Competencies

## Your investment

Your investment of time depends on the credential level you choose to pursue and the number of training and coaching experience hours it requires. The financial investment comes from application, review, and assessment and evaluation fees. The total can range from \$100–\$875 USD. Fees are discounted for ICF Members.

## The next step

The process of applying for an ICF Credential depends on the level of Credential you are pursuing and where you completed your coach-specific training. Find an overview of the requirements at [Coachfederation.org/credential](http://Coachfederation.org/credential).



Take the next  
step in your  
development as a  
professional coach  
practitioner.