



# *leading* **BOLDLY**

2019 ANNUAL REPORT



When ICF was founded in 1995, its purpose was to give credibility to an emerging profession and give members a place to connect with one another.

By 2019, ICF had become the world's largest organization of professionally trained coaches and the leading voice for the global coaching community.

To continue leading boldly, in March 2019 ICF announced our next, bold steps toward the future.

This announcement marked the culmination of two-years of strategic planning conversations focused on expanding ICF's scope and influence to accelerate movement toward making coaching an integral part of a thriving society. To this end, we committed to:

- Establish a dedicated thought leadership body
- Expand the activities of the ICF Foundation
- Create offerings for organizations and corporates building coaching cultures
- Explore separations of the Credentialing and Program Accreditation functions

In 2019, we honored these commitments by laying the foundation for a new ICF to launch in January 2020: the International Coaching Federation.

This is more than a new name. It's a new way of serving coaches, coaching clients, our communities and the world. The new ICF is poised to be the global organization for coaches and coaching, with more opportunities than ever for coaches to engage in the ICF ecosystem.

***Together, we are meeting challenges and embracing opportunities by leading ICF, the coaching profession and the world boldly into the future.***





# leading **BOLDLY**

## 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:** We uphold the highest standards both for the coaching profession and our organization.
- **Excellence:** We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.
- **Collaboration:** We value the social connection and community building that occurs through collaborative partnership and co-created achievement.
- **Respect:** We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

## 2019 STRATEGIC GOALS

- **Develop:** Leverage the ecosystem to boost members' professional growth for impact and confidence
- **Connect:** Provide a sense of belonging through an integrated community
- **Influence:** Position ICF coaches as the gold standard
- **Lead:** Enhance volunteer leaders' capacity-building



# MEMBERSHIP

## *A global celebration.*

2019 marked the 20<sup>th</sup> anniversary of International Coaching Week (ICW).

From April 29 – May 5, 2019, ICF Chapters and coaches celebrated ICW 2019 by offering a variety of activities and pro bono services in their local communities to share coaching's positive impact and allow people to experience the transformative power of coaching.

- **100+** participating **ICF Chapters**
- **600+** events
- **236 media mentions** in 27 countries and territories
- **52,600 Facebook users reached** via ICW 2019 event page

[WATCH VIDEO](#)



## MEMBERSHIP

### TOTAL ICF GLOBAL MEMBERS

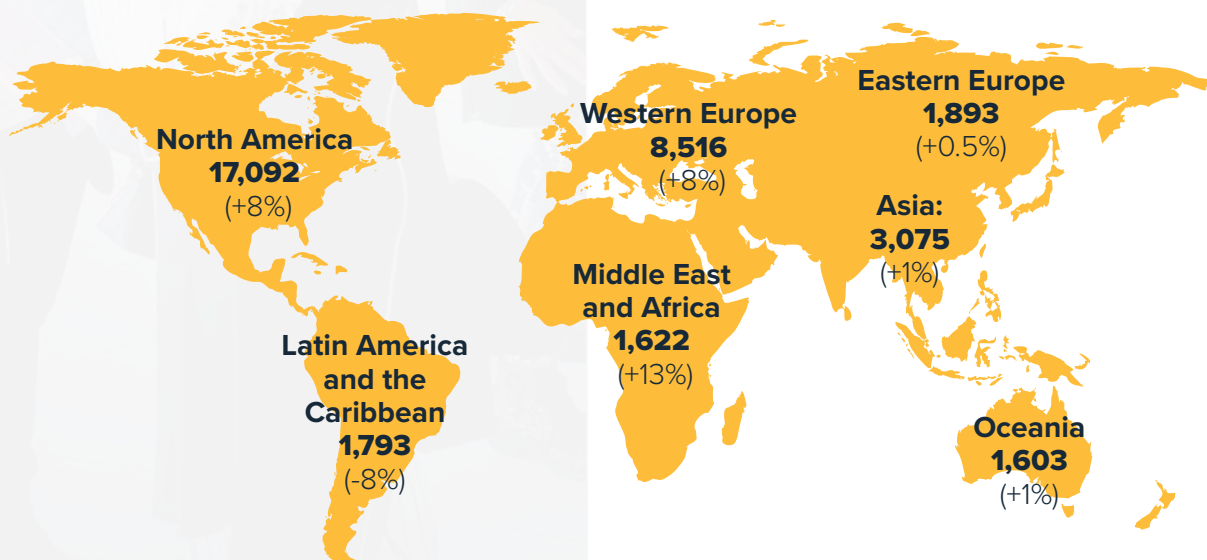
**35,594** (+6%)

(as of December 31, 2019)

#### Top 10 Countries by Membership

**USA: 13,888**  
**Canada: 3,194**  
**United Kingdom: 2,309**  
**Australia: 1,333**  
**France: 1,147**  
**Italy: 816**  
**Spain: 808**  
**India: 623**  
**Germany: 597**  
**Brazil: 553**

#### REGIONAL MEMBERSHIP BREAKDOWN

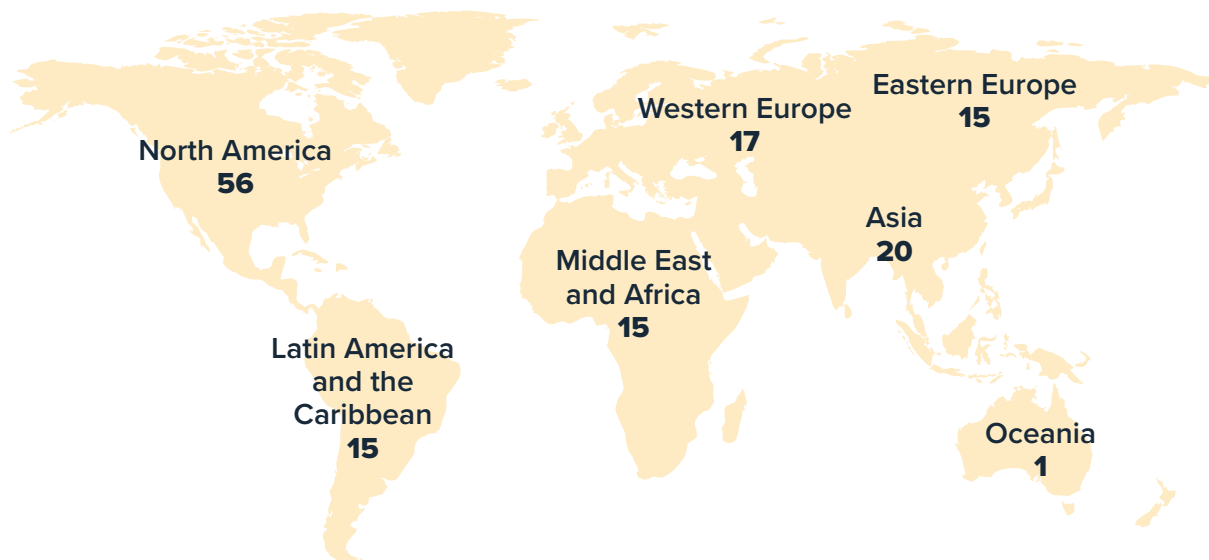


# CHAPTERS

CHARTER CHAPTERS: **104**

CHAPTERS: **37**

REGIONAL CHAPTER BREAKDOWN:







# CREDENTIALING

## *We asked. You answered.*

We've done the research and read the statistics. It's clear, the coaching profession is evolving and it's our duty to actively reflect the dynamic changes in our landscape and to align with global best practices for professional certification bodies.

More than 1,300 coaches provided input via our survey to identify the key knowledge, skills, abilities and tasks for effective coaching. The evidence we collected represented a diverse range of coaching disciplines, training backgrounds, coaching styles and experience levels.

No other coaching certification body has undertaken this level of research.

Your input ultimately birthed the updated ICF Core Competency model, which we released in late 2019. Using this model, we have not only been able to reflect current best practice in coaching and the skills that coaches are using to make a difference, but we continue to bring life to the core competencies and to the coaching profession itself.

[VIEW UPDATED COMPETENCIES](#)[WATCH VIDEO](#)

## CREDENTIALING

**29,803** (+10%)

**Credential-holders**

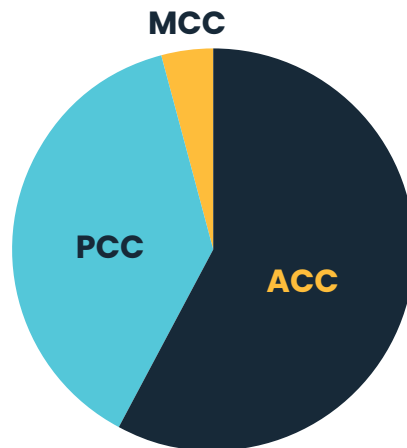
(as of December 31, 2019)

**ACC: 17,229** (+5%)

**PCC: 11,394** (+16%)

**MCC: 1,180** (+16%)

**Total ICF Credential Applications: 6,800** (-13%)



*\*Due to several policy changes implemented in 2018, credentialing applications peaked in that year. Credentialing applications typically decline slightly in the year following a set of policy changes.*



## ACCREDITATION

Number of accredited and approved programs

**Accredited Coach Training Programs (ACTP): 305** (+11%)

**Approved Coach-Specific Training Hours (ACSTH): 536** (+21%)

**Continuing Coach Education (CCE) Providers: 1,024** (+21%)

## ETHICS

ICF Members and Credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards.

ICF's Ethical Conduct Review process, Program Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand.

The **2019 Ethical Conduct and Compliance Report** provides an overview of these activities.





# RESEARCH

## *Record-breaking research.*

The 2019 ICF Global Coaching Survey, conducted in collaboration with PricewaterhouseCoopers LLP (PwC), was ICF's most extensive industry research to date. During a seven-month field period (May – December 2019), we achieved a record-breaking number of survey responses from professional coach practitioners and managers/leaders who use coaching skills.

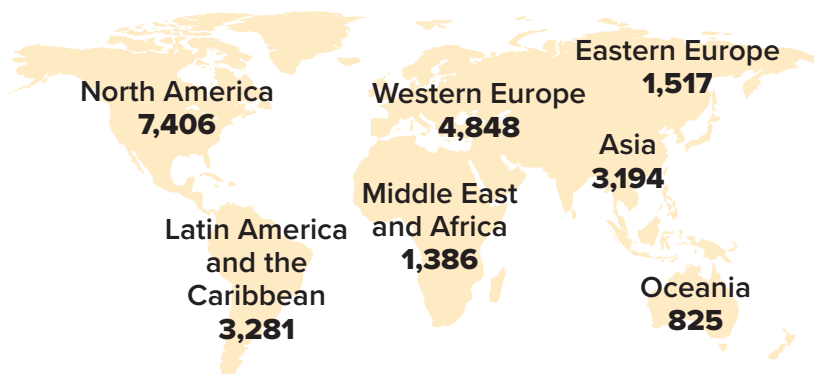
The survey was available in nine languages:

- English
- German
- Japanese
- Mandarin
- Spanish
- French
- Italian
- Korean
- Portuguese

ICF and PwC released the findings from this survey in 2020 as the *2020 ICF Global Coaching Study*.

- 22,457 responses from 161 countries and territories
- 46% increase in responses from the 2016 Global Coaching Study.
- 52 countries and territories with 100+ responses

## RESPONSES BY REGION



[LEARN MORE](#)

## INDUSTRY RESEARCH

ICF also partnered with the Human Capital Institute (HCI) on a signature research study, *Building Strong Coaching Cultures for the Future*. This research was designed as an update to previous ICF/HCI studies, with an emphasis on activities associated with building strong coaching cultures in organizations.

The study included 366 human resources, learning and development, and talent development professionals.

[LEARN MORE](#)

A photograph of a woman with reddish-brown hair, wearing a blue patterned top and a headset microphone, speaking at a conference. She has her hands clasped in front of her. In the background, another woman with long dark hair is seen from the back, and a presentation screen is visible.

## ACADEMIC RESEARCH

### RESEARCH PORTAL

**21,213 searches**

**155,924 stream views**

**227,371 PDF file displays or downloads**

**82,611 reference file displays or downloads**

### RESEARCH ASSISTANCE

**5,162 coaches in the research panel at the end of 2019**

**18 research assistance requests distributed**





# EDUCATION & EVENTS

## *Growth and Prague-ress*

From October 23 – 26, coaches from around the world came together in Prague, Czech Republic, for the second ICF Converge conference and the premier coaching event of 2019.

ICF Converge 2019 featured General Session Keynote presentations from Frans Johansson and Luvvie Ajayi, as well as Group Keynotes from:

- Lisa Feldman Barrett, Ph.D.
- Jennifer Garvey Berger, Ed. D.
- Reza Rahmani, PCC
- Mariano Sigman, Ph.D.
- John Welsh

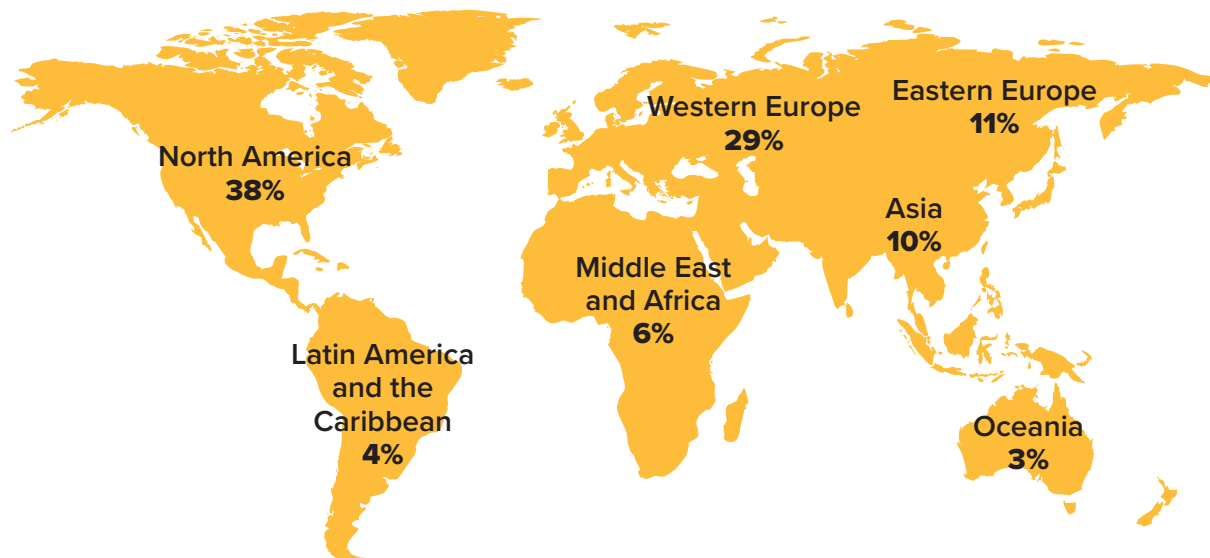
After two days exploring, learning and engaging in a variety of education sessions and networking conversations, on Saturday morning attendees came together for Connect + Collaborate, a closing activity designed to facilitate authentic connections and enable participants to receive support in small peer coaching groups. Converge participants left the event with practical solutions, meaningful relationships and inspiration for the future of the coaching industry.

## CONVERGE



**920** REGISTRANTS FROM  
**60** COUNTRIES AND TERRITORIES

## REGIONAL BREAKOUT



**More than 60% of attendees held ICF Credentials**

**More than 1/3 of attendees have been coaching for a decade or longer**

**93 Speakers from 25 countries and territories**

**Core Competency CCE units: 28.75**

**Resource development CCE units: 57.25**



## COMMUNITIES OF PRACTICE

### 40 LIVE WEBINARS

**Total Registration: 15,861**

**Total Attendance: 3,670**

**Core Competency CCE units: 33.5**

**Resource Development CCE units: 14**



## LEARNING PORTAL

### 25,347 ENROLLMENTS

**Number of sessions delivered: 195**

**Number of sessions added: 40**



# COMMUNICATIONS, MARKETING & PUBLIC RELATIONS

## *Ready, set, launch!*

Amy Wilkins. Siba Ayoub. Max Berkowitz. Tia Dwyer. Sher Han Lim. Kimahli Powell.

They all had different goals they wanted to reach, challenges they were striving to overcome and times when they felt stuck. Their unique stories are woven together by a common thread: the knowledge that coaching is transformative.

In 2019, we launched *#ExperienceCoaching*, a six-part series featuring life-changing stories that highlight the power of professional coaching.

*#ExperienceCoaching* demonstrates that partnering with an ICF-credentialed coach can change your life, setting you on a path to greater personal and professional fulfillment. We will continue to travel across the globe to uncover these impactful stories as more and more people experience the power of coaching.

The first season of *#ExperienceCoaching* garnered over 1.5 million views on YouTube, Facebook and Instagram in 2019, making it ICF's most successful and far-reaching campaign to date.

ICF also earned a bronze Summit Creative Award for *#ExperienceCoaching*. The Summit Creative Awards is an international advertising competition honoring small and medium-sized advertising agencies and in-house marketing and communications teams.





## WEBSITE PAGE VIEWS

**9,949,560** (+12%)

## COACHING WORLD PAGE VIEWS

**327,354** (+15%)

## SOCIAL MEDIA

**Facebook: 94,126 fans** (+10%)

**Twitter: 27,267 followers** (+9%)

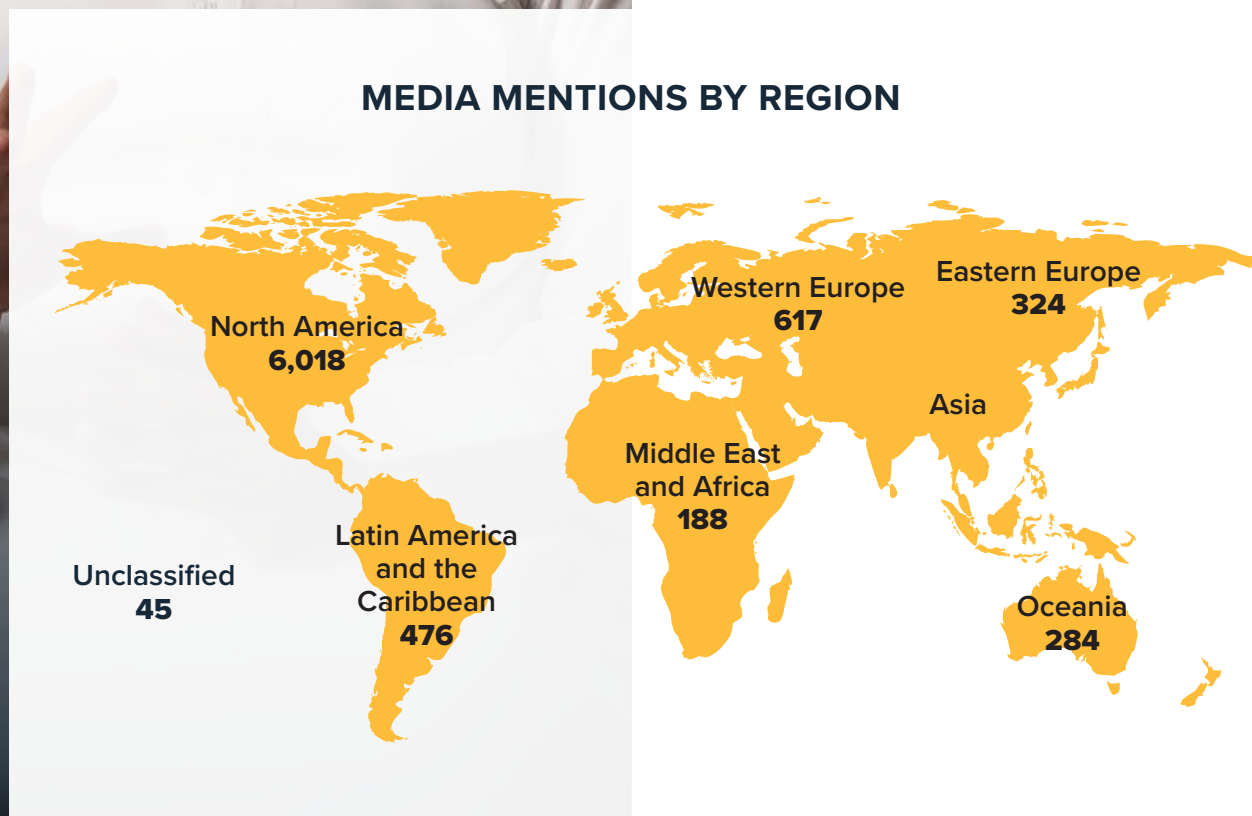
**LinkedIn: 102,507 group members** (+3%)

**Instagram: 12,807 followers** (+162%)

## MEDIA RELATIONS

**8,258 Media Mentions** (+1%)

## MEDIA MENTIONS BY REGION





# CELEBRATING TOGETHER

During an October 25, 2019, ceremony in Prague, Czech Republic, ICF honored 2019 Circle of Distinction inductees, Young Leader Award winners and International Prism Award honorees and nominating coaches.



## CIRCLE OF DISTINCTION



The Circle of Distinction program honors experienced coach practitioners who have made significant contributions to ICF and the coaching profession over the course of their careers.

### 2019 Inductees:

**Wai K. Leong, MCC** (*Malaysia*)  
**Patricia Mathews, MCC** (*USA*)  
**Sue McMahon, PCC** (*USA*)

**Meryl Moritz, MCC** (*USA*)  
**Marcia Reynolds, Psy.D., MCC** (*USA*)  
**Dave Wondra, PCC** (*USA*)

[LEARN MORE](#)

## YOUNG LEADER AWARD



The Young Leader Award celebrates coach practitioners under the age of 40 who are poised to lead ICF and the coaching profession into the future.

### 2019 Honorees:

**Gaurav Arora, MCC** (*India*)  
**Jaya Bhateja, MCC** (*India*)  
**Rey Castellanos, PCC** (*USA*)

**Samer Hassan, MCC** (*Egypt*)  
**Dr. Zach Prosser, PCC** (*USA*)  
**Ozlem Sarioglu, PCC** (*Turkey*)

[LEARN MORE](#)

# ICF INTERNATIONAL PRISM AWARD



The International Prism Award honors businesses and organizations with coaching programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture, and yield discernible and measurable positive impacts.

## Winner:

**Procore Technologies, Inc.**

*Nominating Coach: **Jeanne Smith, PCC***

[READ CASE STUDY](#)

## Finalists:

**Convene**

*Nominating Coach: **Sandi Mitchell, PCC***

[READ CASE STUDY](#)

## Honorable Mention:

**Salud Integral en la Montaña**

*Nominating Coach: **Nydia E. Hernández, PCC***

[READ CASE STUDY](#)

**Defense Intelligence Agency**

*Nominating Coach:*

**Theodora Fitzsimmons, Ph.D., PCC**

[READ CASE STUDY](#)

**Saudi Telecom Company**

*Nominating Coach: **Viorel Apetrei, MCC***

[READ CASE STUDY](#)



# ICF CHAPTER RECOGNITION

ICF Chapters are the face and voice of ICF and the coaching profession in their local communities. ICF's Chapter Recognition program celebrates high-performing chapters that advance the mission and vision of ICF locally.

Traditionally, ICF celebrates our highest-performing chapters in person during the Global Leaders Forum. Due to the COVID-19 pandemic, we celebrated our 2019 Chapter Recognition honorees with a virtual ceremony.

## *Asia Pacific*

**ICF Australasia**

**ICF Korea**

**ICF Malaysia**

## *Europe, the Middle East and Africa*

**ICF Egypt**

**ICF Germany**

**ICF Hungary**

**ICF Iceland**

**ICF Portugal**

**ICF Spain**

**ICF United Kingdom**

## *North America, Latin America and the Caribbean*

**ICF Arizona**

**ICF Colorado**

**ICF Los Angeles**

**ICF New York City**

**ICF North Texas**

**ICF Ohio Valley**

**ICF Panama**

**ICF Raleigh**

**ICF San Antonio**

**ICF South Florida**

**ICF Toronto**

**LEARN MORE**



A photograph of a conference event. In the foreground, the backs of several audience members are visible as they sit in rows of chairs. In the background, a stage is set with a large blue screen displaying the ICF Foundation logo and the text 'CONVERGE 19'. A man in a suit is standing on the stage, partially obscured by the audience. A yellow banner with the text 'ICF FOUNDATION' is overlaid across the middle of the image.

# ICF FOUNDATION

## *Demonstrating the power of community support and engagement.*

During 2018 and 2019, ICF Chapters worldwide offered more than 75 local pro bono coaching initiatives through Ignite: Engaging Humanity Through Education. More than 400 leaders benefited from a total of 1,850 hours of professional coaching donated by ICF-credentialed Members. These leaders reported positive impacts from coaching, including increased operational efficiency, teamwork and engagement. The Foundation estimates that the organizations receiving coaching through Ignite reach more than 16 million people worldwide.

The Foundation created Ignite to harness the collective power of ICF Members and Chapters to accelerate the pursuit of United Nations 2030 Sustainable Development Goal No. 4: ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all.



## ICF FOUNDATION SOCIETY

The ICF Foundation Society is a group of like-minded individuals from around the globe who are passionate about applying coaching to social progress organizations. The Foundation Society is comprised of donors who have made a gift of \$500 USD or more to the ICF Foundation.

In 2019, the Foundation Society's founding members provided more than \$18,000 USD in support of Foundation projects. The Foundation is also enormously grateful for the support of its 2019 corporate donors: Associations International, iPEC, Gumball Enterprises and Bank of the Bluegrass.

[FOUNDATION SOCIETY DONORS](#)

## ICF GIFT OF COACHING AWARDS

The ICF Foundation Gift of Coaching Awards celebrate ICF Chapters that partner with nonprofits to offer high-impact pro bono coaching.

**Winner (Portfolio):**

**ICF Turkey**

**Winner (Single Initiative):**

**ICF Delhi NCR**

**Honorable Mention (Single Initiative):**

**ICF Hungary**

[DOWNLOAD CASE STUDIES](#)

# FINANCIAL OVERVIEW

## Finance Committee

**Rajat Garg, MCC**  
Secretary/Treasurer

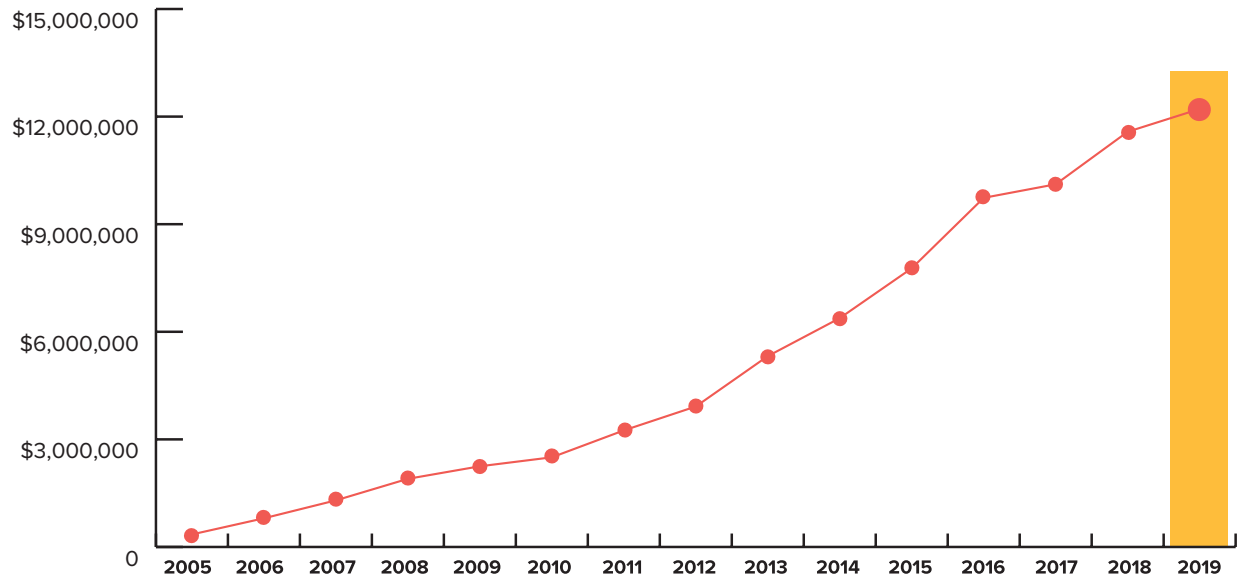
**Emily Kamunde-Osoro, ACC**  
ICF Global Board  
Director

**Ben Polk**  
CFO

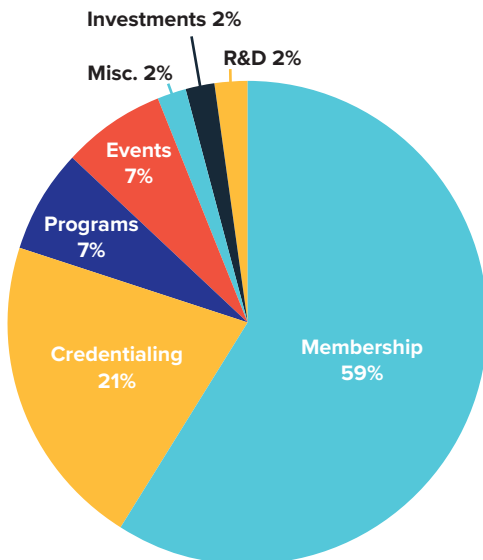
**Magdalena Nowicka Mook**  
Ex-Officio, as ICF CEO

**Jean-Francois Cousin, MCC**  
Ex-Officio, as ICF Global  
Board Chair

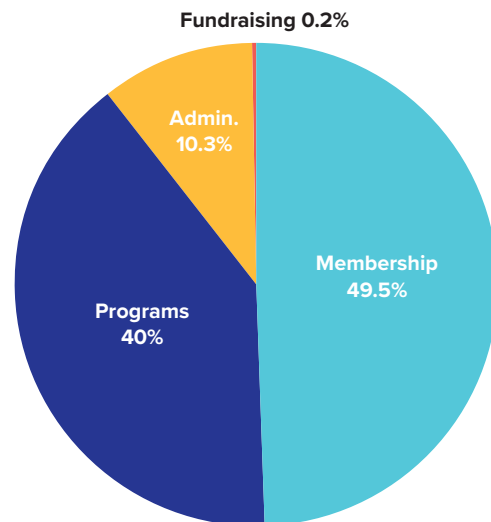
## GROWTH IN NET ASSETS



## 2019 REVENUE BY SOURCE



## 2019 EXPENSES BY SOURCE



ICF's accounting records are independently audited on an annual basis. The 2019 audit was conducted by Blue & Co, LLC, and accepted by the ICF Global Board of Directors in June 2020. The auditors issued a clean audit for ICF and the ICF Foundation.

[DOWNLOAD AUDIT REPORT](#)



# 2019 BOARD OF DIRECTORS

**Jean-Francois Cousin, MCC (Thailand)**  
2019 ICF Global Board Chair

**Sara Smith, MCC (USA)**  
Vice Chair

**Rajat Garg, MCC (India)**  
Secretary/Treasurer

**Tracy Sinclair, PCC (United Kingdom)**  
Immediate Past Chair

**José Augusto Figueiredo, ACC (Brazil)**

**Emily Kamunde-Osoro, ACC (Kenya)**

**Linda McLoughlin, MCC (Ireland/United Arab Emirates)**

**Valerie Robert, ACC (Switzerland)**

**Catherine Tanneau, MCC (France)**

*leading* **BOLDLY**



A photograph of two ICF staff members, a man and a woman, smiling and holding up a dark grey t-shirt. The t-shirt features the text 'EMERGE19' in large blue letters, with 'POWERED BY ICF' and 'PRAGUE' in smaller white text below it. The man is wearing a blue button-down shirt and a name tag that says 'ICF Thomas Tkach'. The woman is wearing a dark top. In the background, there are shelves with binders and a sign that says 'B2'.

# ICF STAFF

## Executive Office

**Magdalena Nowicka Mook**  
CEO

**Todd Hamilton**  
COO

**Celeste Moore**  
Executive Assistant

**Chelsea Hale**  
Finance and Research Coordinator

## Education

**Lauren Magee**  
Content Manager

**Ashley Pak**  
Content Coordinator

**Chris Rush**  
Content Coordinator

**Nicole Zafian**  
Director of Education

## Ethics, Policy and Compliance

**Kristin Kelly**  
Assistant Director of Ethics, Policy  
and Compliance

## Research (Academic)

**Gage Ammons**  
Research Specialist

**Joel DiGirolamo**  
Director of Coaching Science

**Sarah Eustice**  
Assistant Director of Academic Research

## Research (Member and Industry)

**Chelsea Hale**  
Finance and Research Coordinator

**Sandy Stansfield**  
Assistant Director of Member and  
Industry Research

## Marketing, Communications and Awards

**Tiffany Hafendorfer**  
Marketing Assistant

**Justin Hannah**  
Interim Assistant Director of Marketing

**Kayla Hutchinson**  
Email and Communications Manager

**Tyler Parker**  
Communications and Community  
Engagement Coordinator

**Laura Shrake**  
Digital Marketing Specialist

## Meetings and Events

**Denise Stenzel**  
Director of Meetings and Events

## Sales and Advertising

**Toby Bishop**  
Senior Sales Director

## Strategic Analytics

**Yvonne Wisnicky**  
Strategic Analyst

## Strategic Partnerships

**Mark Ruth**  
Director of Strategic Partnerships

## ICF Coaching in Organizations

**Renée Robertson, PCC**  
Vice President

## ICF Coach Training

**Luke Davis**  
Vice President

**Maria Lester**  
Program Accreditation Coordinator

**Elissa Johns**  
Program Accreditation Coordinator

**George Rogers**  
Director of Quality Assurance,  
Credentialing and Accreditation

**Rockelle Ward**  
Manager, Coach Training

## ICF Credentials and Standards

**Carrie Abner**  
Vice President

**Jackie Burton**  
Operations and Customer  
Relations Manager

**Cassandra Dow**  
Credentialing Coordinator

**Aileen Gordon**  
Credentialing Coordinator

**Angie Holleran**

Assessor Manager

**Vanessa Noorani**

Credentialing Coordinator

**George Rogers**

Director of Quality Assurance,  
Credentialing and Accreditation

**Kathryn Garrett Rue**

Credentialing Coordinator

**Thomas Tkach, ACC**

Assistant Director of Credentialing  
and Accreditation

**ICF Foundation****Amy Friskney**

Director of Marketing and Outreach

**Stephanie Keally**

Program Director

**ICF Professional Coaches****Anik Clemens, ACC**

Senior Development Manager  
(North America and the Caribbean)

**Aretha Costley**

Volunteer Engagement Director

**Trent Funk**

Regional Development Director  
(North America)

**Mickey Gustafson**

Regional Development Manager  
(North America)

**Alla Kazajeva**

Regional Development Manager  
(Europe, Middle East and Africa)

**Kathleen Lihanda**

Regional Development Manager  
(Europe, Middle East and Africa)

**Isabelle Maes**

Regional Development Manager  
(Europe, Middle East and Africa)

**Mona Malik**

Regional Development Manager  
(Asia Pacific)

**Minji Oh**

Regional Development Manager  
(Asia Pacific)

**Rainer Prati**

Regional Development Director  
(Europe, Middle East and Africa)

**Kendra Redman**

Regional Development Manager  
(North America)

**Ann Rindone, ACC**

Vice President

**Haitham Shaheen**

Senior Development Manager  
(Asia Pacific and Europe, Middle East  
and Africa)

**Carolina Stilhano**

Regional Development Manager  
(Latin America)

**Fiona Toy**

Strategic Regional Director  
(Asia Pacific)

**Sarah Von Nieda**

Executive Membership Coordinator

**Don Whittle**

Director of Member Experience

**ICF Thought Leadership****Alicia Hullinger, Ph.D.**

Vice President

Additional support in the areas of  
technology, finance, human resources  
and membership services is provided  
by Associations International, LLC,  
shared staff members.

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