



Karen Tweedie, PCC
2009 ICF President

Looking Back on 2009

The ICF has been extremely busy this year. All we have accomplished as we work toward our strategic priorities has been supported by the huge commitment of our volunteers and staff. I am humbled by the amount of passion, determination and skill that each of our volunteer leaders contributes to our organization each year. Thank you for being a part of our

success in 2009!

So exactly what did we accomplish this year? Well, too much to include in this brief column. For the purpose of this column, I'll cover some of the highlights of this year. For more information, I encourage you to look back on the previous issues of *Coaching World* and review the 2009 ICF Annual Report when it is completed in early 2010.

Our first strategic priority for the year was to: Develop and implement a strategy to support, enhance and grow chapters worldwide, including focus on leadership skills, member acquisition, retention and overall accountability.

We have focused on giving chapter leaders the tools and information they need to sustain and grow their chapters. Throughout the year, chapter presidents, and their leadership teams, were invited to attend a total of 32 special chapter presentations. These presentations covered topics, ranging from managing finances to understanding ethics, and developing media relations and many more.

This year was the beginning of our chapter "care" kits as well. Chapter presidents received two kits by mail this year and can expect to receive at least three kits next year. These packages contained sample marketing materials, information on applying for CCEUs, ways to promote chapter events, how to access chapter reports and much more.

Another exciting initiative is the ICF Chapter Leader Coaching Pilot Program, where a former chapter leader was paired with a current chapter leader to provide Executive Coaching. Chapter leaders used this opportunity to work with their coach on specific challenges for their chapter and their leadership. We've gotten very positive feedback so far from the 30 individuals involved in the program. Look for more information and case studies on this in an upcoming issue of *Coaching World*.

Our second strategic priority for the year was to: Develop a strong brand strategy for ICF. You may recall my column from last month ([see November issue](#)) where I talked in detail about the work around this priority. The ICF Brand Development Task Force reviewed the findings of some 2,000 pages of research, survey responses and comments from focus group work in order to draft their recommendations for the ICF Brand Platform. The Board will hold discussions around focus group and survey findings at our meeting this month. Be sure to be on the lookout for more updates around this project. We'll be sharing ways each member can help launch the brand platform once it's finalized.

Our third strategic priority for the year was to: Acquire ISO compliance for credentialing – ISO 17024:2003. The Board released a proposal for review

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2010 ICF Board of Directors

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Credentialing feedback summary posted

More open calls scheduled following report

In late November, the ICF posted a summary report on all the comments, ideas and concerns expressed to date about proposed changes to the ICF Credentialing program on Coachfederation.org. This feedback was collected through many channels such as open teleconferences, e-mails sent to isocomments@coachfederation.org, the ICF blog, LinkedIn and Coaching Commons.

More comments will be added from the ICF Credentialing Forum to be held during the ICF Annual International Conference in Orlando. As many of you will not be able to attend the forum in person and participate in the small group discussions to take place there, the ICF plans to document what is expressed at the forum. The comments collected during the forum and additional open calls in December will be added to the feedback summary report.

For those who are unable to attend the ICF Credentialing Forum at Conference, four open telephone calls have been scheduled for December.

The ICF invites you to comment on the feedback summary on the upcoming calls scheduled this month; on the open ICF blog; or if you prefer, privately by sending an e-mail directly to us at summaryfeedback@coachfederation.org. All additional comments will be shared with the Board. The ICF would like to thank all who have engaged in this ongoing dialogue and look forward to the conversations to come.

December Call Schedule

December 9: 20:00 (UTC); 3 p.m. (New York)
December 10: 14:00 (UTC); 9 a.m. (New York)
December 15: 21:00 (UTC); 4 p.m. (New York)
December 17: 20:00 (UTC); 3 p.m. (New York)

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and comment and has gotten a tremendous amount of feedback and suggestions which will help guide us moving forward. Please stay a part of this process by joining the open calls in December. These will build on the summary report of identified themes from consultation so far, as well as the Credentialing Forum at the Annual International Conference in Orlando. Of course, you can also comment on the ICF blog and/or e-mail your thoughts on the summary report to summaryfeedback@coachfederation.org. This is still a work in progress so make sure to stay engaged.

“Looking back, I’m amazed at what we have accomplished together! Thank you for all of the input and enthusiasm you provided over the year.”

In addition to work around these three priorities, this year we:

- Grew the number of ICF Credentialed coaches around the world to over 5,600;
- Increased the number of ICF Accredited coach training programs—some 67 ACTPs are available today;
- Released the *ICF Global Coaching Client Study* and a marketing companion guide to assist members in using the findings of this research;
- Developed FAQs to the ICF Code of Ethics;
- Offered over 30 Virtual Education programs for our mem-

bers free of charge;

- Launched the redesigned Coachfederation.org;
- Expanded the ICF's online presence through Facebook, Twitter, YouTube and the ICF blog;
- Surveyed members (ICF Member Needs and Professional Development Surveys just to name two) to help guide our efforts; and
- Numerous other initiatives.

What an exciting year to serve as president!

All of this work took the support and assistance of our global Committees, chapter leaders and members. Looking back, I'm amazed at what we have accomplished together! Thank you for all of the input and enthusiasm you provided over the year.

In January, Giovanna D'Alessio, MCC, will begin her term as ICF President, and I will continue to support the association on the global Board as immediate Past President. I look forward to building on our successes next year and working with the membership to *advance the art, science and practice of professional coaching*.

***Warmly,
Karen Tweedie, PCC
ICF President***