

Distinctions Matter

As the ICF works to enhance its credentialing and program accreditation programs, information and updates on progress will be shared with the membership online and through quarterly credential newsletters issued to all ICF members.

At [Coachfederation.org](http://www.coachfederation.org), you can find an overview of the work conducted on this front, including an ICF Credential Program Enhancements Overview and supporting documents. Be sure to visit this Web page often as it will be updated frequently: <http://www.coachfederation.org/icfcredentials/cpac/>.

Each quarter, progress highlights will be shared through the Credential Newsletter. This is the first of such communications. In this update, you will find information on the following:

- Certification matters!;
- Improved Mentor Coach Policy;
- ICF Credential Reinstatement Policy;
- Your clients expect you to be credentialed;
- Ready to apply for an ICF Credential?;
- ICF Assessor Survey—paving the way for change; and
- Coaching moves to self-regulate

Certification matters!

But what's the difference between assessment-based and professional certification programs?

Simply put, assessment-based certificate programs test an individual's knowledge while a professional certification program tests both knowledge and application. The ICF Credentialing Program tests both knowledge (through the written exam and/or graduation from an ICF recognized training program) and how the knowledge is applied (through an oral demonstration exam).

According to the Institute for Credentialing Excellence, the following are key distinctions between assessment-based certificates and professional/personnel certification programs.

Assessment-based certification:

- Focused on education and training.
- Provides instruction and training to aid participants in acquiring specific knowledge, skills and/or competencies associated with intended learning outcomes.
- Evaluates individual's achievement of the intended learning outcomes.
- Awards a certificate only to those individuals who meet the performance, proficiency or passing standard for the assessment.
- A credential denotes that the individual possesses particular knowledge, skills or competencies.

Professional certification:

- Focused on the assessment of individuals.
- A voluntary process.
- Individuals are evaluated against predetermined standards for knowledge.
- Individuals who demonstrate that they can meet the standards by successfully completing the assessment process are granted a time-limited credential.
- To retain the credential, individuals must maintain continued competence.

To learn more, read Defining Features of Quality Certification and Assessment-Based Certificate Programs by the Institute for Credentialing Excellence:

<http://www.coachfederation.org/includes/media/docs/3-9-10-features-document--ICE-update-.pdf>.

Improved Mentor Coach Policy

If you apply for any level ICF Credential via the portfolio application process, you must provide documentation showing completion of 10 hours of mentor coaching with a qualified mentor coach. This documentation is also necessary as part of the ACC Credential renewal process.

Due to requests over the last several years to better define who may function as a mentor coach, the global ICF Board of Directors approved an improved ICF Mentor Coach policy earlier this calendar year (view the comparison of the current process and the approved process in this document:

<http://www.coachfederation.org/includes/media/docs/MentorCoaching-English.pdf>).

More information: <http://www.coachfederation.org/includes/media/docs/MentorCoaching-English.pdf>.

An implementation plan for this policy is under development by CPAC. The Association of Coach Training Organizations (ACTO) offers the below documents to assist with Mentor Coaching. These documents were created by trainers, educators, mentors and supervisors in an effort to assist coaches who are looking to hire a mentor coach.

Mentor Coaching-Duties and Competencies

(<http://www.coachfederation.org/includes/media/docs/Mentor-Coaching.-Duties-and-Competencies.pdf>): This document integrates the information from the ICF committee on mentor coaching duties and definitions, with information and standards that are a part of various coaching education provider definitions and requirements.

Recommended Practices to be an Excellent Mentor Coach

(<http://www.coachfederation.org/includes/media/docs/Recommended-Practices-to-be-an-Excellent-Mentor-Coach.pdf>): This document is specifically targeted at the mentors themselves, to create clarity on who they need to 'be', to be an exceptional mentor coach (or assessor of coaching skills & coaching

supervisor). This is adjusted from an extrapolation of the survey that was completed in the last several years by assessors from around the globe.

Choosing a Mentor Coach (<http://www.coachfederation.org/includes/media/docs/Choosing-a-Mentor-Coach.pdf>): This document is targeted toward the individual coach that is looking to hire a mentor coach. We have included here, our comprehensive definition of mentor coaching. It is expansive and includes the ICF required mentoring definition (with regards to certification) as one of several components. Our hope is that you will include it as a resource to those that are looking for a Mentor Coach, as this is what they can expect in the market.

Timeline for the implementation of the Mentor Coach policy change:

- Now through September 30, 2011: Accept credential applications under old policy.
- Beginning October 1, 2011: Credential applications must meet new Mentor Coach policy.
- December 31, 2011: The Credentialing and Program Accreditation Committee to evaluate policy implementation and revise as needed.

For more information on this policy change and the timeline, please visit [Coachfederation.org](http://www.coachfederation.org) (<http://www.coachfederation.org/icfcredentials/cpac/>).

ICF Credential Reinstatement Policy

The global Board-approved policy regarding ICF Credential reinstatements is as follows:

- **Regular Renewal:** Credential renewal using regular criteria for on-time renewal application
- **Grace Period:** During first 60 days after a coach's credential expiration date, the credential may be renewed with no penalty. An application must be received within 60 days after the expiration date—no exceptions.
- **Lapsed Credential:** From day 61 to day 365 after the credential expiration date (application must be received within 365 days after the expiration date—no exceptions), in addition to the renewal application, the credential holder must submit a CCEU Acquisition Contract Plan for accruing 40 CCEUs for the regular renewal phase as well as a pro-rated one-third (14 CCEUs) of the next 40 CCEUs required for renewal. Credential holder must provide quarterly evidence that demonstrates the progress proposed in the CCEU Acquisition Contract Plan. Any deviation from the CCEU Acquisition Contract Plan will result in immediate forwarding of the application to the "Expired" category.
- **Expired Credential:** Credential has either been expired for more than one year past expiration date or CCEU Acquisition Contract Plan has not been honored. In either case, applicant must re-apply for a new credential under the current criteria required for the appropriate credential level sought. The policy was made effective as of January 2011.

For more information, view the ICF Credential Reinstatement Policy:

<http://www.coachfederation.org/includes/media/docs/ICF-Credential-Reinstatement-Policy.pdf>.

Your clients expect you to be credentialed

According to the *2006 ICF Global Coaching Study*, 52 percent of all coaching clients expect the coach they hire to be credentialed.

In addition to measuring and certifying the competency of individuals and inspiring pursuit of continuous development, the ICF Credentialing Program exists to protect and serve consumers of coaching services.

By holding an ICF Credential, your clients can rest assured knowing that: 1) you have received professional training from a program specifically designed to teach coaching skills in alignment with the ICF Core Competencies and Code of Ethics; 2) you have demonstrated a proficient understanding and use of the coaching competencies as outlined by the ICF; and 3) you are accountable to the ethics and standards set forth by the ICF.

If you don't already hold (or are working toward) an ICF Credential, what's holding you back?

Ready to apply for an ICF Credential?

So you've decided it's time to apply for an ICF Credential; congratulations! We know this process can be very overwhelming so we have a few tools to make this process simpler for you. Follow the below list of tools to better understand what is required of ICF Credential applicants.

- Watch videos on credentialing on ICF's YouTube channel:
<http://www.youtube.com/icfheadquarters>.
- Take a look at the ICF-created presentation Road to Credentialing. Accessible from the member only Assets and Tools section of Coachfederation.org, this document outlines the entire credential process: <http://www.coachfederation.org/icf-members/assets-and-tools/>.
- This chart outlines the requirements for each level of credential:
<http://www.coachfederation.org/includes/media/docs/CredentialingRequirementsChart2011.pdf>.
- More specific requirement information is listed on these pages: ACC (<http://www.coachfederation.org/icfcredentials/become-credentialed/acc/>), PCC (<http://www.coachfederation.org/icfcredentials/become-credentialed/pcc/>) and MCC (<http://www.coachfederation.org/icfcredentials/become-credentialed/mcc/>).

- Don't have quite enough coach specific training hours? You can search ICF approved coach training programs in the Training Program Search Service at Coachfederation.org: <http://www.coachfederation.org/icfcredentials/program-search/>.
- You're ready to apply! Access the online credential application: <http://www.coachfederation.org/getcredentialed/>. Look for more information on the benefits of the new streamlined online application in the September Coaching World (<http://www.coachfederation.org/coachingworld/>).
- Questions? Please ask at icfcredentialing@coachfederation.org.

ICF Assessor Survey—paving the way for change

In June, members of the current ICF Assessor team participated in the ICF Assessor Survey. The intent of this survey was to clearly identify future training topics for the ICF Assessor team and to develop training that meets high standards of relevance and quality. This survey validated what past surveys have shown in regards to an assessor's tasks and duties.

Findings from this survey, as well as feedback from the ICF Assessor team, will be used in updating the Assessor training process.

Coaching moves to self-regulate

Recently, in a joint initiative aimed at self-regulation, the ICF and EMCC (European Mentoring and Coaching Council) have filed with the European Union a common code of conduct as the benchmark for the coaching and mentoring industry.

Read the full press release:

<http://www.coachfederation.org/includes/docs/JointICFandEMCCPressRelease1.doc>.

Additional Information:

ICF Credentials by the numbers

- ICF Credential holders: 7,781 (See those who were awarded an ICF Credential in June-July 2011: <http://www.coachfederation.org/includes/media/docs/ICF-Credentials-Awarded-June-July-2011-final.pdf>)
 - ACC: 4,781
 - PCC: 2,379
 - MCC: 621

- Countries represented by credential holders: 80
- Number of ICF members holding an ICF Credential: 5,778 (34 percent of ICF members)
- Number of non-ICF members holding an ICF Credential: 2,003
- ICF approved coach training programs: ACSTH: 95; ACTP: 80

Statistics are as of August 31, 2011.

Review the 11 ICF Core Competencies. They were developed to support greater understanding about the skills and approaches used within today's coaching profession and they are the basis of the ICF Credentialing process examination. View: <http://www.coachfederation.org/icfcredentials/core-competencies/>.

Need to renew your credential this year? ICF Credentials are valid for a three-year period following the coach's original certification or latest renewal. If your credential was awarded in 2008, 2011 is your year to renew your credential. View renewal requirements: <http://www.coachfederation.org/icfcredentials/renew/>.

Definition of the month: Coach Specific Training

Training that is predominantly marketed as teaching coaching skills and not something else and where the major emphasis is on coaching skills or applying technical skills as a coach and in a manner consistent with the ICF Core Competencies.

Looking for a coach specific training program? You can search all ICF approved programs at Coachfederation.org in the Training Program Search Service: <http://www.coachfederation.org/icfcredentials/program-search/>. Search by different criteria, including cost and location.

Recent credentialing in the news: Credentials Continue to Play a Critical Role in Economic Recovery and Development of America's Workforce (<http://www.reuters.com/article/2011/06/29/idUS238661+29-Jun-2011+BW20110629>). Picked up by a number of publications in late June 2011, this piece by the Institute for Credentialing Excellence outlines the importance of credentialing.

Stay up-to-date on the ICF Credential at Coachfederation.org
(<http://www.coachfederation.org/icfcredentials/cpac/>).