



President's Message

December 2010

2010: A year to remember

My term in office is nearing its completion. For me, 2010 has been an incredible adventure in leadership. I've learned so much from all of the global Board members, volunteer leaders, and members that I've met while serving as president. We are a special organization where people are committed, passionate, and caring.

I am proud of what we have achieved this year. Let me summarize some of our accomplishments in several key areas:

Branding

• **Commissioned the ICF Global Consumer Awareness Study:** an astonishing 15,000 participants from 20 countries were surveyed in order to demonstrate the worldwide reach of coaching in terms of how many people have been coached, how many people are interested in being coached, and how important credentials are to clients. Conducted by PWC, this research was also used to monitor how well the ICF is doing in terms of marketing and branding. A highlight from the study—51 percent of the participants reported they were “somewhat to very aware” of professional coaching. Additional results will be released between now and International Coaching Week, February 6-12, 2011.

• **Discussed membership eligibility requirements (MER):** a crucial part of our

branding effort has been to ensure ICF is associated with high professionalism. For this reason, in 2010, the Board decided to raise the bar for our organization through the establishment of eligibility requirements to join the ICF. To protect the consumer and to preserve the integrity of the ICF, the privilege of identifying oneself as “ICF Coach Member” will require individuals to meet professional coach standards. As Committees and the Board finalize their work in this area, look for additional details around how this work will apply to current members and incoming coaches.

• **Discussed the future of ICF branded events:** ICF branded events is another area of our ongoing brand work. The Branded Events Taskforce is finalizing a recommendation for a mix of events that will better serve our diverse membership and strike a balance between international, regional, and local events. Starting in 2012, we are scheduled to have our first ICF Global Coaching Summit rather than continuing our tradition of ICF International Annual Conferences. The Summit is a unique event that will focus on key global themes and will be organized every three years in a different region of the world, the first being London in 2012. Regional ICF Conferences will keep offering educational and networking opportunities at the regional level. ICF will also inaugurate targeted in-depth events based on coaching

specialties or specific member needs.

• **Launched I Care For:** this campaign is the first visible element of our brand evolution. It embraces our tremendous growth and gives every member a voice and an opportunity to contribute their thoughts. The *I Care For* campaign allows coaches to express what they care for, including their environment, social issues, the profession, the association, etc. You can learn more and share what you care for at ICFICareFor.org. Twitter users can tweet about what they care for using the hashtag #icfcare.

• **Worked on building a brand-based culture:** Since July 2010, we've been crafting a dialogue-based process with the aim of co-creating a brand-based culture with all the parts of the organization, in particular with ICF Chapters around the world. This work is being done as we want to make sure that all members have the same experience wherever they access ICF. We've already reached more than 150 chapter leaders around the world and we will keep nurturing this dialogue in 2011.

Credentialing

• **Continued Credentialing Enhancements:** In 2010, the Credentialing &



Giovanna D'Alessio, MCC, ICF President

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What's ahead in ICF

ICF Headquarters Holiday Schedule

December 24–January 3, 2011:
Closed for the U.S. holidays

Upcoming Conferences and Observances

2011 International Coaching Week (ICW), February 6–12, 2011

ICF European Coaching Conference (ECC), June 16–18, 2011, Madrid, Spain

ICF Annual International Conference
September 24–27, 2011, Las Vegas, Nevada, USA

ICF Ibero-American Coaching Conference, November 5, 2011, Santiago, Chile

Virtual Education

ICF members can earn free CCEUs by joining these calls. See [page 9](#) for more details.

December 7: Working With Moods and Emotions in Coaching; Aboodi Shabi, PCC

December 9: The Hero's Journey and Coaching; Steve Mitten, MCC

Real Talk with the Board open calls

Don't miss a unique opportunity to connect with the Board on key issues, ask questions and comment.

Bridge line: +1.877.242.3279; **Pin:** 7400
(Additional dialing instructions, if needed are available here: [view PDF.](#))

All call times are listed in U.S. Eastern (New York) unless otherwise noted.

January 4: 9 a.m. (English)
January 11: 1 p.m. (English)
January 25: 5 p.m. (English)

Please visit the [ICF Event Calendar](#) for bridge line information and/or revisions. Dates and times are subject to change.

Introducing the 2011 Executive Committee

Ed Modell, PCC, *President*
Janet Harvey, MCC, *President-elect*
Giovanna D'Alessio, MCC, *Immediate Past President*
Cheryl Vermey, ACC, *Vice President*
Damian Goldvarg, MCC, *Vice President*
Meryl Moritz, MCC, *Vice President*
John Annesley, PCC, *Treasurer*

Coaching World

Coaching World (CW) is the monthly newsletter of the International Coach Federation. It is distributed to members via e-mail and archived on [Coachfederation.org](#) for all to enjoy.

CW is written and produced by the ICF Marketing Department:
Ross Brown
Ann Jarvis
Kristin Kelly
Amy W. Richardson, CW editor

EDITORIAL SUBMISSIONS

For inquiries or submissions, please contact *Coaching World* staff at icfpr@coachfederation.org. Submission guidelines can be found online [here](#).

ADVERTISING

Please contact Jason Wallin at jason.wallin@coachfederation.org.

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Program Accreditation Committee was charged by the global Board with creating a work plan to address enhancements to the credentialing program. These improvements will allow for professional, timely, and high quality experiences with the credentialing program. More than 260 ICF members will be working in several workgroups. At present, four workgroups are actively meeting to develop ideas and recommendations. Conversations have touched on verifying the accuracy of client logs, a lapsed credential reinstatement policy, a definition of coaching mastery and a definition/set of best practices for Mentor Coaching. There have also been conversations around the governance of the credentialing program as well as improvements to the assessment process.

• **Worked to streamline exams:** we're conducting exams in 13 languages. More than 1,570 applications were received in 2010 (25-plus percent increase compared to 2009). Even with the increase, we have reduced the turnaround time for ACTP applications for a credential to less than three weeks. The application review time for portfolio applications has also been significantly reduced. We are committed to continue to improve these processes.

Growth and Financial strength

• In 2010, despite that many areas are still in an economic downturn, we were able to grow in terms of membership and to strengthen our finances. This year, we achieved the highest retention rate since 2008 (over 76 percent), and we attracted an average of 400 new members each month—including many from South America, an area that has been part of our strategic focus in 2010. Our fund balance, the association's net worth, is now over \$2 million USD—a strong figure but still below ASAE's guideline of having six months of operating expenses in reserves. Growing our financial strength will help us continue to conduct research, carry out other projects and enhancements and be prepared for any potential troublesome years ahead.

Accountability and transparency of Board and Staff

• **Established Key Performance Indicators (KPIs):** We'll use these KPIs to annually measure various items we are committed to.
• **Conducted Member Relationship Survey and Product Awareness Study:** these two surveys launched in 2010 and will be conducted periodically to help the Board have a better understanding on how the staff, ICF Chapters and ICF product and services are providing value to mem-

bers.

• **Created a Governance Taskforce:** a Governance Taskforce has recently been appointed with the aim of researching and exploring how to move the ICF toward exceptional Board governance.

Overall, it was an exciting year! The amazing things ICF has accomplished have been possible only thanks to the work, commitment, and passion of all our global Committees, taskforces, chapter leaders, volunteer leaders and members. Thank you for your contribution and support during 2010!

Next month, Ed Modell, PCC, will begin his term as ICF President, and I will continue to support the organization on the global Board as immediate Past President. I look forward to our future successes, shaping the future of coaching and working to raise professional standards together with you as members of the same global association.

Sincerely,

Giovanna D'Alessio, MCC
giovanna@coachfederation.org

Member survey findings help create ICF's future

Thank you for all of your input in 2010

by Ann Jarvis, ICF staff

In addition to the *ICF Global Consumer Awareness Survey*, a number of member surveys were conducted throughout the year in order to gain insight into member awareness, satisfaction and opinion around key areas. The information gathered from this research will help fuel decisions in a number of areas made by ICF leaders. Thank you to everyone who participated in one or more surveys this year! Please keep completing any surveys you receive an invitation to as your voice is needed to help guide ICF's efforts and provide a current "snapshot" of the ICF membership.

Here are just a few findings from this year's surveys:

Member Relationship Survey (738 respondents)

In this survey, scheduled to be conducted annually, a random sample of members were asked to share their experiences and interactions with various parts of the ICF. Information garnered from participants will help to improve dealings between members and various parts of the ICF, including staff, educational offerings and chapters.

Study highlights:

- Participants were asked to rate the following areas of the ICF on an 11-point scale (0 to 10): global headquarters staff, the credentialing process, Virtual Education/SIGs, Regional Service Centre staff, ICF website, chapters and the Annual International Conference.
- The lowest mean satisfaction scores were given to ICF Chapters (7.43), the website (7.41) and the credentialing process (7.32). These findings supported the global Board of Directors' decision to make ICF Chapters, the ICF Credentialing program and ICF's brand (of which the website is an important component) strategic priorities for 2010. Global Committees, taskforces, workgroups and staff have worked toward enhancing and strengthening these areas over the course of the year and will continue efforts in 2011.
- Although ICF Credentialing received a mean satisfaction score of 7.32 on an 11-point scale, survey participants were very likely to recommend the process—when asked to indicate their likelihood of recommending ICF Credentialing to others, ICF Credentialing tied with global ICF Headquarters staff for the highest overall advocacy score with 9.03.
- ICF staff will be making courtesy calls to survey participants who indicated they were open to being contacted. These calls will allow staff to connect with members and learn more about their reasoning for assigning a particular rating to an area. Look for updates in future issues of *Coaching World* and other ICF communication channels on how information collected from the survey and courtesy calls is informing future work.



Professional Development Survey (410 respondents)

Findings from the annual ICF Professional Development Survey will be used to influence choices for educational offerings across all ICF delivery systems—from local ICF Chapter presentations to ICF Conference programming. This year's survey concentrated on:

- Selecting focus areas for developing coaching skills and business skills;
- Prioritizing hot topics in coach education; and
- Identifying popular subject matter experts.

A random sample of ICF members were invited to share their feedback through this survey. It is important to note that while the group of coaches who completed the survey reflect the overall ICF membership in regard to geographic area, gender and coaching specialty, participants overall were **more often** slightly older, held a higher level of formal education, had been coaching longer, and held an ICF Credential or were in the process of pursuing one. It is **important** to keep these factors in mind when reviewing findings from the survey.

Study highlights:

- Participants were asked to share what percentage of time they engaged in certain professional duties. Findings showed that coaches are serving their clients as a coach practitioner 49 percent of the time; utilizing a coaching "skill set" within the scope of regular job duties 20 percent of the time; managing a group of coaches 4 percent of the time; conducting evidence-based research on coaching 2 percent of the time; developing or delivering curriculum surrounding coach-specific training 9 percent of the time; and engaging in other duties 16 percent of the time.
- The following topics were most often selected by participants when asked for ideas they would like to explore in a Business

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Development series: attracting clients in a difficult economic climate, building a business case study for Human Resource purchasers of coaching, and developing passive income streams.

- Powerful questioning, managing progress and accountability, and creating awareness were identified most often by participants as areas they would like to see covered more in a Coach Skills Development series.
- Executive or Leadership Coaching strategies, how brain-based neurology relates to coaching, and Group Coaching dynamics were selected as “hot topic” areas in coaching.

Minimum Eligibility Requirement Survey

(831 respondents)

To help inform work of the global Membership & Community Committee, a random sample of ICF members were invited to participate in this year's Minimum Eligibility Requirement Survey. In addition, members outside of this random sample were also encouraged to complete the survey through the ICF blog and *Coaching World* newsletter.

The global Board requested that the Committee discuss possible membership eligibility requirements due to feedback collected from member surveys as well as focus group work in 2009. Last year, a great majority of ICF members indicated that the ICF should institute some type of minimum eligibility requirement in order to uphold and ensure the future of ICF's standard of excellence. Many members thought the requirement should revolve around training.

Study highlights:

- Participants were presented with three options and asked which scenario they believed would be the most appropriate minimum eligibility requirement. Additionally, they could elect to select none of the scenarios and describe an alternative requirement (8 percent of responders selected this option).
- 47 percent of participants believed an ICF coach practitioner member should have completed training that was delivered by a provider which the ICF has recognized as an acceptable source for coach-specific training. “Recognized” was identified as ACTP, ACSTH and CCE programs, as well as universities/other training programs deemed equivalent by the ICF.
- 26 percent of responders thought an ICF coach practitioner member should be at least enrolled in training being delivered by a provider which the ICF has recognized. From the date of their new member/renewal application, the individual will have two years to complete this training requirement.
- 19 percent of participants responded that an ICF coach practitioner member must complete an ICF-developed member orientation training course. This course would be delivered to the coach in such a way that it could verify their knowledge about key ICF member values, including the Code of Ethics, Core Competencies and ICF's definition of coaching. From the date of their new member/renewal application, the individual will have one year to complete this training requirement.

The topic of minimum eligibility requirements is still being discussed by the Committee and Board. Should any membership changes be approved by the Board, current members would be given a grace period in order to have time to comply with any new

requirements, should they not already. Look for updates around this topic in future ICF communications.

Product Awareness Survey (1,788 respondents)

The entire ICF membership was invited to complete the Product Awareness Survey at the beginning of the year. Members were asked if they: 1) were **aware** of products, 2) if they had **experience** with each product they were aware of and 3) if they had used a product, what their **satisfaction** level was with that item. As products and services of the ICF evolve, this survey will be conducted every two years in order to build upon previous collected data and inform new decisions around member benefit enhancements.

Study highlights:

- When asked to name, in their own words/unprompted, the single ICF product or service that provided the greatest value, the largest group of members (21 percent) responded with ICF Credentialing. To continue to add value to this service and make applying and renewing for an ICF Credential easier and faster, the Board approved funding for the purchase of software that will be implemented to automate and streamline the credentialing process. Currently staff are working to integrate this software into the current credentialing process. Look for updates on this work in ICF communications in 2011. Additionally, work continues on the global Credentialing & Program Accreditation Committee's work plan approved by the Board to enhance the overall credentialing program. (See the last update on this work in November *Coaching World*.)
- Items in the Professional Standards category (Code of Ethics, Credentialing Program, Core Competencies, etc.) had high levels of awareness and usage. Average Product/Service Satisfaction Rate = 3.78 out of 5.0.
- Products in the Coachfederation.org, Member-Only and Online Presence/Social Media categories averaged the lowest overall awareness levels—examples include the ICF Career Centre, the International Coaching Week microsite, monthly fact sheets and ICF's YouTube account. The Executive Committee, as well as a Technology Taskforce, have reviewed member responses and made recommendations based on survey findings. In addition to working to grow awareness of products, staff is also working with volunteer leaders and designers to introduce an enhanced navigation system to Coachfederation.org which will make products and services easier to locate.



Thank you!

Thank you again to every member who shared their opinion through an ICF survey this year. Your feedback is instrumental to both ICF leaders and staff as we work to enhance your membership experience and enhance the art, practice and science of professional coaching.