

More open calls; conference forum scheduled

To date, many coaches have provided valuable insight, ideas and perspective on the proposed credentialing enhancements.

The open calls hosted by the global Board and the Credentialing and Program Accreditation Committee have been very well attended. If you have not been on a call to date and you have questions or comments regarding the proposed enhancements to the ICF Credentialing program, additional calls have been scheduled through the month of November to accommodate those who have something to say.

November Call Schedule

- November 12:** 4 p.m. (New York), 10 p.m. (Paris); *Friday, November 13:* 5 a.m. (Hong Kong);
- November 16:** 9 a.m. (New York), 3 p.m. (Paris), 10 p.m. (Hong Kong); and
- November 23:** 4 p.m. (New York), 10 p.m. (Paris); *Tuesday, November 24:* 5 a.m. (Hong Kong).

Calls are approximately 60 minutes in length. These calls are recorded so everyone may be included in this process. Links are regularly posted to the ICF News section on Coachfederation.org, as well as on the ICF blog at Coachfederation.org/blog.

Feedback may be sent to isocomments@coachfederation.org or posted to the ICF blog.

A notable forum will take place at the 2009 ICF Annual International Conference on Friday, December 4 at the Rosen Shingle Creek resort, allowing those interested to discuss and share in a face-to-face meeting. Everyone is invited to this meeting; you do not have to be registered for the conference to be in attendance. If you are not registered for conference but are interested in attending this in-person meeting, [please confirm your interest by Friday, November 20 by clicking here](#), so lunch can be provided and a seat reserved for you at the meeting. Of course, all registered conference attendees already have a reserved seat at this in-person forum.

Additional calls will be scheduled post-conference through December where comments will continue to be collected.



Join the credentialing discussion on the new ICF blog.

President's message continued from page 1

We then included some of the ideas that emerged from the focus group work in the recent ICF Professional Development Survey. Again, thank you to the over 1,600 ICF members who shared their responses!

So where are we now with our brand platform? Based on the additional information collected in the August focus groups and the ICF Professional Development Survey, our global branding facilitator, William Arruda, recommended that the Board review this new input prior to finalizing anything.

So right now, the Board is still to review the most recent responses from our members and discuss how these findings may impact the brand positioning statements, attributes and truths that were included in the task force's recommendations. We want to have a brand platform that is clear and consistent before we move ahead, but just as important, our organization's mission and values, products and services must live up to and be aligned with this brand platform. A key reason behind this work is to be able to de-

ICF Brand Development Task Force

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Karen Tweedie, PCC (Australia)

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liver consistent quality to all of our stakeholders around the world.

Based on the feedback collected thus far, the Board must deliberate on ensuring that the brand attributes included in the current brand proposal are indeed representative of our organization's culture as well as what is needed in order to guarantee that ICF members represent the highest quality in professional coaching. Only after these conversations can the overall brand platform be refined and validated by additional stakeholder focus groups.

As the Board holds these discussions, we will keep you informed. Please keep reading *Coaching World* each month and review other member communications from ICF Headquarters. We may ask for **your** help in addressing knowledge gaps around this topic and to help us finalize our brand platform, so please be ready to answer the call!

Warmly,
Karen Tweedie, PCC
2009 ICF President