

## Get to Know Your ICF Resource Partners

### Resource Partners Save You Money

Everyone wants a great value on the services they use for their business. ICF Resource Partners can help you get what you need to succeed at a special price. As an ICF member, be sure to take advantage of special discounts on goods and services provided by the ICF Resource Partners listed below. [For more information, visit Coachfederation.org.](#)

Current ICF Resources Partners:

**Annuity Managers**—voluntary life and health benefit plans

**AudioAcrobat**—Web-based audio recording and publishing services

**Berrett-Koehler**—book publisher

**CertifiedCareerCoaches.com**—puts clients in contact with career coaches

**choice, the magazine of professional coaching**—discounted subscription fee

**Coaching at Work**—discounted subscription fee on printed magazine

**CRG (Consulting Resource**

**Group)**—assessment system designed for the coaching process to get better results for your clients and business

**Fitness and Wellness Insurance**—professional and general liability coverage for claims arising from the rendering of professional services to others

**International Journal of Coaching in Organizations (IJCO)**—journal printed quarterly for organizational coaches, clients and educators

**JournalEngine™**—coaching software for Web-based journaling

**Practice Pay Solutions**—personalized and affordable credit card, electronic check and integrated shopping cart solutions

**Staples**—office supplies

**The Coaches Console**—an online management system

**Westminster Indemnity Ltd.**—personal indemnity insurance

## ICF Member Benefit of the Month: Sample Press Releases

Did you know...ICF members can access a sample press release template (and media alert template!) from the Assets and Tools page at [Coachfederation.org](#)? Download this template to use when you share findings from the latest ICF research, the *ICF Global Consumer Awareness Study*, by PwC.

The template contains written instructions and is easy to use: simply follow the cues to drop your information in. Within minutes, you will have a professional press release ready to be sent to media outlets throughout your community!

Questions regarding this member benefit? Contact us at [icfpr@coachfederation.org](mailto:icfpr@coachfederation.org).

### October Board Meeting Notes

The global ICF Board of Directors met while in Fort Worth at the ICF Annual Conference to discuss strategic issues and policies.

Among the strategic issues being discussed, Minimum Eligibility Requirements (MER) and the financial implications of MER were at the top of the list. The Board considered implementation of MER as of April 1, 2012 and has asked the MER Task Force, Credentialing and Program Accreditation Committee and Finance Committee to have final recommendations for the Board to consider at their January meeting. Watch for further updates in future issues of *Coaching World*.

Multiple options for establishing a comprehensive translation policy for ICF materials were presented for Board action. The Board is looking to adopt a comprehensive policy which would include updating the current non-English microsites at least once per year with key documents being updated as needed, translating research reports into four languages, up to four member surveys per year, select press releases and member updates. The board tabled the motion and requested more information on translation opportunities for *Coaching World* and additional financial analysis.

In addition, the Board heard a summary presentation on the recent *ICF Member Relationship Survey* (more information will be available in the December edition of *Coaching World*); a review of the organizational performance metrics and the strategic plan dashboards; and an update on the website navigation initiative.

### Credentialing News and Updates

For the past several months the ICF Credentialing & Program Accreditation Committee has been working to develop recommendations to meet the objective determined by the Board to enhance our credentialing program to best protect and serve consumers of coaching services, measure and certify competence of individuals, and inspire pursuit of continuous development.

Four work groups have been formed so far and have been meeting to discuss various topics. Some recent activities include:

- Client log accuracy survey had successful second Beta test. The next step is to draft a proposal for the policy as a recommendation to the Credentialing & Program Accreditation Committee.
- Discussion is underway regarding an Operational Definition of a Mentor Coach and Best Practices for Mentor Coaching, which is an interim measure until Workgroup seven gets underway to fully develop all relevant issues around this work.
- Work continues to progress on the MCC exam process improvement recommendation. This work will continue in 2011.

Look for more credentialing updates in future issues of *Coaching World* and other communication channels.