

ICF Board of Directors ratifies ICF strategic plan 2011 - 2016 **Work plan for next 18-months approved**

The ICF Board of Directors concluded a strategic planning retreat during their July meeting in Vancouver, British Columbia. The strategic plan is a living document that assists in guiding the efforts of association staff and volunteers, as well as the allocation of other resources. Each year, the Board reviews the ICF strategic plan and sets priorities for the year ahead. ICF's **long-term plan** was most recently revamped in 2006 by the Board in partnership with members, global leadership teams, and staff. This year marked a special five-year review cycle for the plan, which included thorough analysis of trends, issues impacting coaching and coaches, and an environmental scan.

"Our strategic plan clearly outlines the major goals of our association—both short and long-term—and plainly defines the path needed to accomplish those goals," said ICF President Ed Modell, PCC. "The goals contained in this newly approved plan will focus the efforts of our many volunteers around the globe, enabling the ICF to truly be successful in leading the global advancement of the coaching profession."

During the two and a half days of strategic planning work with Tom Curren, of Hawthorne Consultants, the Board successfully defined the vision statement of the association, ***in service of humanity flourishing we choose to***, as well as ICF's core purpose, ***lead global advancement of the coaching profession***.

The Board also agreed on two **key strategy areas** for the organization:

- Create attractive credible presence and voice for professional coaching; and
- Create Global Strategic Alliances.

Key strategy areas will be supported and accomplished through various efforts and projects as outlined below. In addition, the Board selected three initiatives, marked with an asterisk below, to focus on for at least the next 18-months. Underneath each key strategy area are items deemed critical for success.

Key strategy area: Create attractive credible presence and voice for professional coaching

Supported by:

- Construct Global Standards System*
 - Establish world class credential program
 - Establish profession entry thresholds
 - Implement governance councils: credential, education
 - Establish registered education providers
 - Establish registered testing providers
 - Administer ethical conduct and IRB processes
 - Enhance research protocols
 - Expand body of knowledge
- Build High Performance Organization*
 - Create sustainable governance
 - Ensure Financial viability
 - Define and manage Culture
 - Ensure Infrastructure
 - Ensure synergistic relationship with Foundation

Key strategy area: Create Global Strategic Alliances

Supported by:

- Become preferred resource for business community*
 - Engage/establish joint projects
 - Create value proposition for partnering with the ICF
 - Leverage research

“The three initiatives the Board opted to focus on through the end of next calendar year will allow the ICF to establish a solid foundation to continue working on other elements of the newly approved strategic plan,” Modell stated. “While much effort and resources will be directed to these three items, some degree of work will also be necessary in other areas as well, which will likely result in enhancements and improvements along the way.”

Core teams will be created very soon to further develop the details and specific elements of each key strategy, timelines, and, most importantly, measures of success. Please look for frequent updates through various member communication channels and information on upcoming special calls with the Board where members can have any questions or comments addressed.

Reading ICF’s strategic plan:

The outline below shows the strategic plan as approved by the ICF Board of Directors. To follow the plan, please note the items marked with Roman numbers I and II are **key strategy areas**. Items below each key strategy area are supporting in nature and must be completed in order to accomplish the overall key strategy.

Vision statement: In service to humanity flourishing we choose to...

Core purpose: Lead global advancement of the coaching profession.

ICF's Core Values—

Preamble: We are committed to reliability, openness, acceptance and congruence and consider all parts of the ICF Community mutually accountable to uphold the following values:

Integrity: We uphold the highest standards both for the coaching profession and our organization.

Excellence: We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.

Collaboration: We value the social connection and community building that occurs through collaborative partnership and co-created achievement.

Respect: We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

ENVISIONED FUTURE—BIG AUDACIOUS GOAL

Coaching is an integral part of society and ICF members represent the highest quality in professional coaching.

I. Create attractive credible presence and voice for professional coaching

- **Construct Global Standards System***
 - o Establish world class credential program
 - o Establish profession entry thresholds
 - o Implement governance councils: credential, education
 - o Establish registered education providers
 - o Establish registered testing providers
 - o Administer ethical conduct and IRB processes
 - o Enhance research protocols
 - o Expand Body of Knowledge
- **Enhance Image and Awareness**
 - o Educate about professional coaching (Value, Efficacy, Process, Definition, Ethics and Regulation)
 - o Build awareness of ICF Brand
- **Facilitate Global Community**
 - o Provide value to members
 - o Engage members in evolution of the ICF
 - o Coordinate branded events for professional development and networking
- **Build High Performance Organization***
 - o Create sustainable governance
 - o Ensure Financial viability
 - o Define and manage Culture
 - o Ensure Infrastructure
 - o Ensure synergistic relationship with Foundation

II. Create Global Strategic Alliances

- **Become preferred resource for business community***
 - o Engage/establish joint projects
 - o Create value proposition for partnering with the ICF
 - o Leverage research
- **Develop partnerships for membership growth**
 - o Create alliances with education providers
 - o Create relationships with other relevant professions & credentialing bodies
- **Build relationships with top influential governmental organizations**
- **Create partnerships to grow Body of Knowledge and advance standards**
 - o Engage/establish joint projects with prospective association members
 - o Create a value proposition for partnering with the ICF
 - o Identify potential association members to invite
 - o Identify research projects
- **Inspire multi-disciplinary global alliances**

* Notes priority initiative for next 18-months.