

ONE ICF

2018 ANNUAL REPORT


International Coach Federation



33,645

Members



27,142

Credential-holders

145

Countries

134

Chapters

One

Shared Vision

Making coaching an integral part of a thriving society where every ICF Member represents the highest quality of professional coaching.

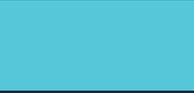
If you ask 100 International Coach Federation (ICF) coaches about their coaching journey, you'll hear 100 different stories.

Every ICF Member followed a unique path on route to calling themselves a professional coach. Every ICF Credential-holder has their own, personal “why” for pursuing professional excellence. Every volunteer leader within ICF has a unique road map they followed to leadership.

As members of ICF's global community, however, we're also unified by a set of shared beliefs.



Coaching has the power to positively impact individuals, organizations and communities.



High ethical and professional standards are vital for coaches at every age and stage in their career.



We always—individually and collectively—have more learning and growing to do.



By sharing our strengths and multiplying our impact, ICF coaches can transform the world.



Together, we are One ICF, working in partnership to accelerate our vision. This report highlights our global coaching community's accomplishments in 2018.

Strategic Goals

Approved by the ICF Global Board of Directors in January 2018, ICF's 2018 Strategic Plan continued to build on the work we launched at the beginning of our 2015–2017 strategic planning cycle. 2018 priority areas are shown in bold. Two of the priority areas had a further, specific focus for 2018.

ICF Members represent excellence in professional coaching.

2018 FOCUS: ICF delivers a best-in-class credentialing program. To accomplish this, ICF researches, develops, implements and communicates robust standards, governance and operation procedures/structure, and applicant requirements for all aspects of the credentialing program.

ICF is the most relevant professional coaching organization.

2018 FOCUS: A unified ICF creates and sustains healthy and thriving local communities around the world (ICF = global, regional and local).

ICF has the strongest global brand.

ICF promotes professional coaching.

ICF fosters the application of coaching for societal change.

ICF develops and progresses plans to expand the scope and influence of the organization.

Vision Statement

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

Mission

ICF exists to lead the global advancement of the coaching profession.

Values

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
- Excellence
- Collaboration
- Respect



Membership and Chapters

ONE/ICF

Promoting Unity Through Regional Leadership

In 2018, ICF created a new Regional Leadership System to promote the continued growth of a unified ICF that creates and sustains healthy and thriving local communities around the world. ICF staff and volunteer leaders collaborated to design a system that would enhance communication and collaboration for ICF Chapters and Members worldwide.

The Regional Leadership System provides a platform for ICF Chapter Leaders to have their voices heard at the local, regional and, ultimately, global level. By clearly defining the roles of volunteer leaders and staff at every level of the system, we're ensuring increased accountability, enhanced communication and greater clarity around roles and responsibilities. The system was designed with flexibility and agility in mind, making it easier to focus on the most important issues impacting the growth and evolution of ICF and professional coaching.

ICF Members already benefit from being part of a connected global coaching community. This system will help enhance those benefits by providing additional support and global learning opportunities for ICF Chapter Leaders who will, in turn, pass that knowledge and global insight along to their members.

Membership

Total ICF Global Members

33,645 (+10%)

(a/o December 31, 2018)

New Members Added: 10,288 (+21%)



Top 10 Countries by Membership

- USA: 12,838**
- Canada: 3,058**
- United Kingdom: 2,037**
- Australia: 1,325**
- France: 1,123**
- Spain: 881**
- Italy: 769**
- India: 646**
- Brazil: 612**
- Germany: 513**

International Coaching Week (ICW) 2018

From May 7–13, 2018, ICF Chapters, coaches and staff worldwide collaborated to raise awareness of coaching and its benefits.

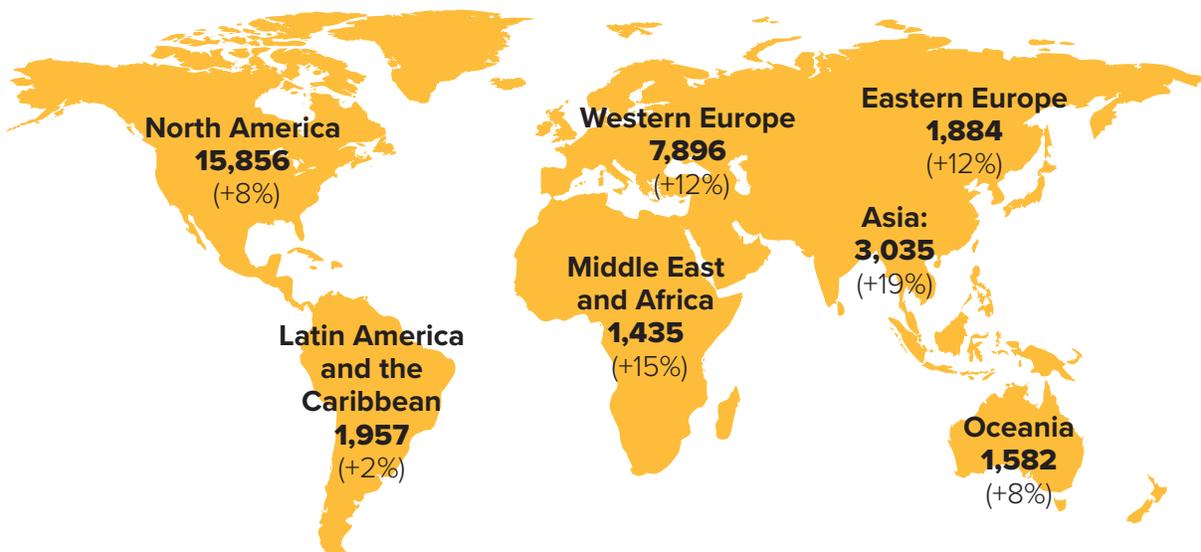
[View a video recap](#) of our ICW 2018 celebration.

[Download an infographic](#) that shows ICF staff's behind-the-scenes work to make ICW 2018 a success.

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With more than 85 participating ICF Chapters and more than 1,000 events worldwide, 2018 marked our largest International Coaching Week celebration to date.

Regional Membership Breakdown



Chapters

Charter Chapters: 95

Chapters: 39



Global Leaders Forum (GLF) 2018

During GLF 2018, ICF Chapter Leaders from around the world came together for 2½ days of learning and networking March 15–17 in Vancouver, British Columbia, Canada.

The annual event prepared volunteers for a leader’s journey and empowered them to support our goal to create a thriving organization that’s unified at the local, regional and global levels. The ethos of “One ICF” was on display as this community of global leaders learned from one another, celebrated their successes and got inspired to take their leadership to the next level.

Regional Chapter Breakdown



Individual Credentialing, Program Accreditation and Ethics



“So, What Does a Coach Do?”

If you're an ICF Member or Credential-holder, you probably have a short, well-rehearsed response to the question above that you're ready to share when you're meeting someone outside the coaching profession for the first time.

Throughout 2018, ICF has been exploring this question in far greater depth, with a big goal in mind: continuing to deliver a best-in-class credentialing program by ensuring that the ICF Core Competencies accurately reflect the work that coach practitioners do.

To accomplish this, ICF undertook an extensive job analysis process, in partnership with the Human Resources Research Organization (HumRRO). Together, ICF and HumRRO conducted:

- A targeted literature review and interviews
- A workshop with subject-matter experts to identify critical incidents in coaching, followed by analysis of those incidents
- A survey and workshop to identify the key tasks and knowledge, abilities and other characteristics for coaches and coaching

In 2019, the information gathered through the job analysis process will inform a discussion around potential future revisions to the ICF Core Competencies.

Credentialing

27,142 (+13%)

Credential-holders

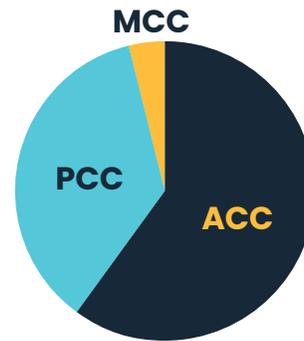
(as of December 31, 2018)

ACC: 16,338 (+12%)

PCC: 9,783 (+14%)

MCC: 1,021 (+20%)

Total ICF Credential Applications: 7,855 (+53%)



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In August 2018, we welcomed the 25,000th ICF Credential-holder, Alexandra Claes, ACC. In November, we crossed the threshold of 1,000 active Master Certified Coaches worldwide when Lyne Desormeaux, Psy.D., earned her MCC designation.

Accreditation

Number of accredited and approved programs

Accredited Coach Training Programs (ACTP): 275 (+14%)

Approved Coach-Specific Training Hours (ACSTH): 442 (+16%)

Continuing Coach Education (CCE) Providers: 849 (-0.1%)



Ethics

ICF Members and Credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards.

ICF's Ethical Conduct Review process, Program Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand.

The **2018 Ethical Conduct and Compliance Report** provides an overview of these activities. Download the report at coachfederation.org/icf-ethics.



Research



Taking this Show on the Road

When you find out big news, you want to share it with everyone you know. That’s certainly the case when you’ve produced industry research that has the power to transform how organizations prepare for and respond to change.

Following the September 2018 release of *Building a Coaching Culture for Change Management*, ICF staff, volunteer leaders and subject-matter experts began sharing key findings from the research with audiences worldwide.

In conjunction with the report’s launch, a trio of ICF subject-matter experts delivered a pre-conference workshop to human resources, talent management and learning and development professionals at the Human Capital Institute’s (HCI) 2018 Learning and Leadership Development Conference. In a concurrent session, ICF CEO/Executive Director Magdalena Nowicka Mook and 2018 ICF Global Board Chair Tracy Sinclair, PCC, delivered a research-based session on *Becoming a Strategic Coaching Resource for Organizations* to a group of ICF Chicago Members.

Research

In 2018, ICF partnered with the Human Capital Institute (HCI) to explore the role coaches and coaching can play in supporting change management initiatives.

Explore key takeaways from the study by viewing [this video](#).



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2018 marked the fifth year of ICF’s research partnership with the Human Capital Institute. Together, we’ve conducted signature research on topics including coaching and employee engagement, managers and leaders using coaching skills, coaching for Millennials and first-time people managers, and coaching and change management.

Research Portal

- 24,944 searches (+98% from 2017)
- 256,259 stream views (+74%)
- 252,495 PDF file displays or downloads (+204%)
- 192,415 reference file displays or downloads (+114%)

Research Assistance

- 4,176 coaches in the research panel at the end of 2018
- 21 research assistance requests distributed

Education and Events

Learning Without Limits

Coaches began 2018 with a powerful new professional development tool at their fingertips: the ICF Learning Portal.

Launched in December 2017, the ICF Learning Portal is an online learning management system (LMS) where coaches can access live and archived virtual learning content, including virtual events (e.g., Advance and the Business Development Series), Communities of Practice (CP) sessions and training for ICF volunteer leaders.

Coaches who use the Learning Portal can track their in-progress and completed professional development; they can also download a transcript that documents CCE units earned toward ICF Credential renewal.

One of the most exciting features of the Learning Portal is its ability to expand access to Core Competency CCEs across geographic and boundaries. Previously, only coaches who attended ICF virtual events and CP sessions live could claim Core Competency CCEs. (Coaches who viewed OnDemand content were eligible for Resource Development CCEs.) Now, coaches can view recorded content, complete a Learning Checkpoint activity and earn the same CCEs as their peers who attended the session live. This new functionality is cementing ICF's position as a global learning community devoted to continuous professional development.

Education and Events

2018 Business Development Series

Total Sessions: **14** (8 live and 6 pre-recorded)

Total Registration: **683**

OnDemand Sales: **120**

Resource development CCE units: **14.25**

ICF Advance 2018

Total Sessions: **17** (6 live and 11 pre-recorded)

Total Registration: **705**

OnDemand Sales: **61**

Core Competency CCE units: **11.49**

Resource Development CCE units: **3.99**

Virtual Communities of Practice

10 Communities of Practice hosted a total of **40** live webinars

Total Registration: **16,635** (+67%)

Total Attendance: **5,118** (+65%)

Show-up rate: **51%**

Core Competency CCE units: **35.5**

Resource Development CCE units: **7.5**

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In the inaugural year of the ICF Learning Portal, we celebrated more than 8,800 enrollments, and delivered more than 100 virtual learning sessions.

Communications, Marketing and Public Relations

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Sharing Our Story

Through an ongoing partnership with Stanton Communications and its network of partner agencies around the world, ICF continued to raise awareness of professional coaching via traditional media, social media, speaking engagements and more.

Examples of publications where ICF was featured in 2018 include:

FAST
COMPANY

Robb Report Muse

hindustantimes

BUSTLE

THE WALL STREET JOURNAL.

BUSINESS
NEWS DAILY

THE HINDU

people
matters

दैनिक जागरण

Harvard
Business
Review

GULF
NEWS

SG
Saudi Gazette

Website Page Views

| 8,919,844 (+33%)

Social Media

Facebook: **85,544** fans (+13%)

Twitter: **25,000** followers (+10%)

LinkedIn: **99,084** group members (+7%)

Instagram: **4,879** followers (+3%)

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In July 2018, we launched *Catching Up with ICF Credentialing*, a monthly Facebook Live broadcast to provide a behind-the-scenes look at ICF's Credentialing program and answer frequently asked questions. The first broadcast had an impressive 20% engagement rate! (On Facebook, a 1% engagement rate is the industry average.)

Media Relations

| 8,166 Media Mentions

Media Mentions by Region



POTENTIAL REACH OF

5,592,754,673



Awards

ONE/ICF

More to Celebrate

Every day, ICF coaches around the world advance the mission and vision of our Association in myriad ways. Supporting positive transformation is just the beginning: ICF coaches conduct cutting-edge research, influence their communities as ICF Chapter Leaders, lead the conversation about the future of our profession and more.

In 2018, ICF celebrated 12 coaches who represent the best of coaching and of our Association as part of two new awards programs.

The Young Leader Award program celebrates coaches under the age of 40 who are poised to lead the future of ICF and the coaching profession.

The Circle of Distinction program celebrates longtime members of ICF and the global coaching community who have made significant and sustained contributions to the profession over the course of many years.

We announced the first class of honorees for both programs during International Coaching Week 2018. The coaches received their awards the following month at the Midwest Region Coaches Conference in Pittsburgh, Pennsylvania, USA.



Circle of Distinction

The Circle of Distinction program honors experienced coach practitioners who have made significant contributions to the coaching profession and ICF over the course of their careers.

2018 Inductees:

Teri-E Belf, MCC (USA)
Judy Feld, MCC (USA)
Damian Goldvarg, Ph.D., MCC (Argentina/USA)
Keiko Hirano, MCC (Japan)
Patrick Williams, Ed.D., MCC (USA)
Beverley Alridge Wright, PCC (USA)

Young Leader Award

The Young Leader Award celebrates coach practitioners under the age of 40 who are poised to lead ICF and the coaching profession into the future.

2018 Honorees:

Rodrigo Acevedo, ACC (Uruguay)
Elena Chelokidi, PCC (Russia)
Shweta Handa-Gupta, MCC (India)
Dr. Paras, MCC (India)
Flame Schoeder, PCC (USA)
Mariya Staykova, PCC (Bulgaria)



ICF International Prism Award

Since 2005, the International Prism Award has celebrated organizations that use coaching to get results. Today, the Prism Award represents the gold standard for coaching in organizations.

Winner:

Ireland's Health Service Executive
Nominating Coach: Irene Harris, ACC

[READ CASE STUDY](#)

Honorable Mention:

University of British Columbia
Nominating Coach: Donna Howes, PCC

[READ CASE STUDY](#)

Finalists:

Airbus
Nominating Coach: Brian Chaloner, PCC

Co-operative Bank of Kenya
Nominating Coach: Eileen Laskar, MCC

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For the first time since ICF and the Human Capital Institute launched their index for strong coaching cultures, every Prism nomination judges considered was from an organization that qualified as a strong coaching culture.



ICF Chapter Recognition

ICF Chapters are the face and voice of ICF and professional coaching in their local communities, and high-performing ICF Chapters are well-positioned to take on this charge and demonstrate the transformative power of professional coaching.

The Chapter Recognition program celebrates ICF's highest-performing Chapters and curates their stories for the benefit of ICF Chapter Leaders worldwide.

2018 Honorees:

- ICF Australasia
- ICF Cleveland
- ICF Connecticut
- ICF Egypt
- ICF France

- ICF Hong Kong
- ICF Kenya
- ICF Luxembourg
- ICF New York City
- ICF North Texas

- ICF Switzerland
- ICF Toronto
- ICF United Kingdom

[LEARN MORE](#)



ICF Foundation

Igniting Change

The ICF Foundation shares ICF's vision of making coaching an integral part of a thriving society. The Foundation knows that leaders of nonprofits, NGOs and social development organizations are doing important work for humanity and the planet. It supports this work by connecting professional coaches with leaders of these valuable organizations to accelerate and amplify their effectiveness.

Ignite: Engaging Humanity Through Education is a cornerstone of the Foundation's partnership with ICF and its chapters. Through Ignite, ICF Chapters worldwide have delivered pro bono coaching to leaders in organizations that advance UN Sustainable Development Goal No. 4: ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. The Foundation estimates that, in 2018, the ripple effect of Ignite coaching impacted more than 3 million people worldwide.

Ignite

35 Participating ICF Chapters
55 Pro Bono Coaching Projects

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In 2018, the Foundation also invited individual ICF-credentialed coaches to deliver pro bono coaching to a cadre of UNICEF managers as part of a global Ignite initiative. These volunteers provided coaching to 45 leaders involved with UNICEF's education initiatives.



2018 Gift of Coaching Awards

The Foundation's 2018 Gift of Coaching Awards program celebrated ICF Chapters with impactful pro bono coaching initiatives that make a difference in their communities and in the world.

Winner (Portfolio):

| ICF Toronto

Winner (Single Initiative):

| ICF Australasia

Honorable Mention (Single Initiative):

| ICF United Arab Emirates

[DOWNLOAD CASE STUDIES](#)

Financial Overview

Finance Committee

Jean-Francois Cousin, MCC
Secretary/Treasurer

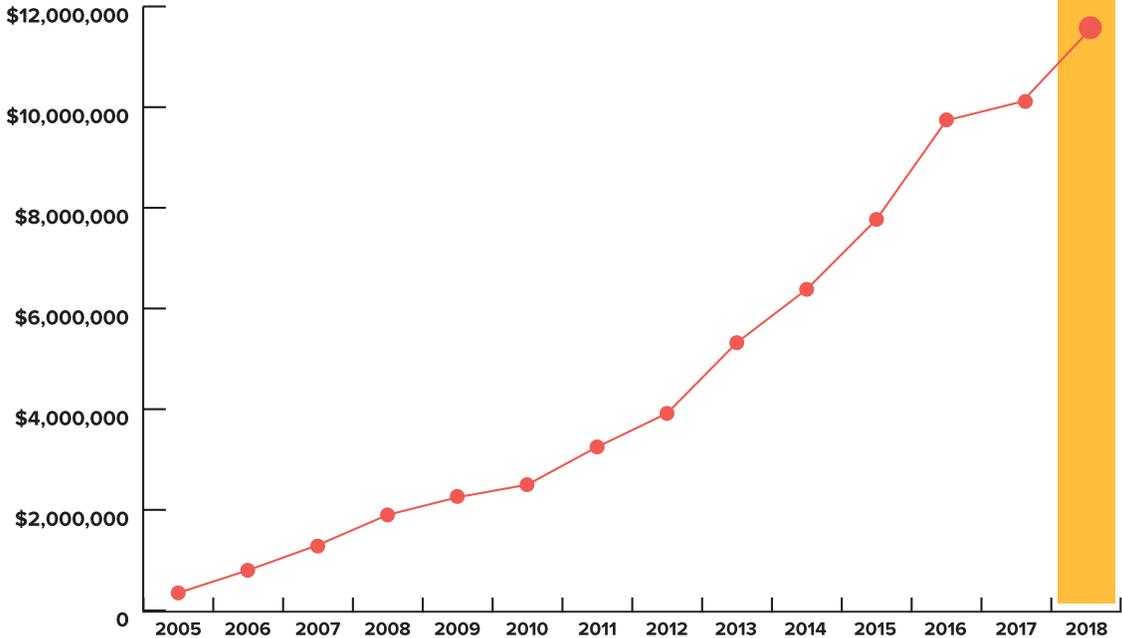
Rajat Garg, MCC
ICF Global Board Director

Ben Polk
Chief Financial Officer, Associations International, LLC

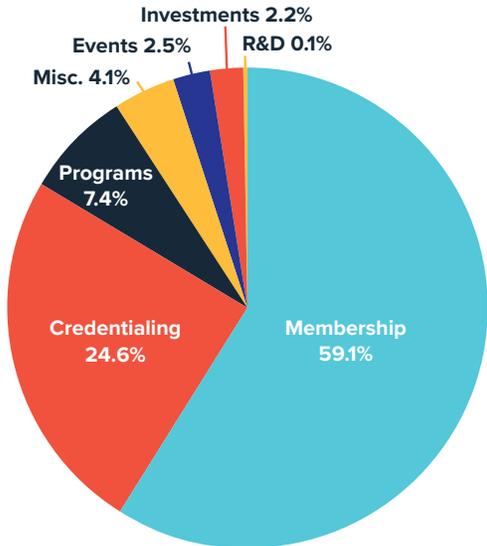
Magdalena Nowicka Mook
CEO/Executive Director

Tracy Sinclair, PCC
Ex-Officio, as ICF Global Board Chair

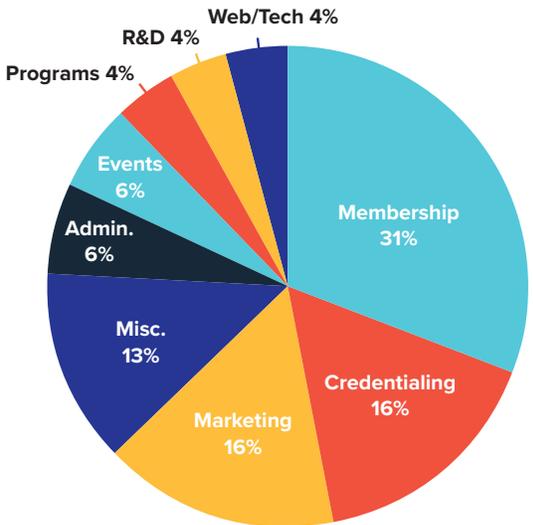
Growth in Net Assets



2018 Revenue by Source



2018 Expenses by Source



ICF's accounting records are independently audited on an annual basis. The 2018 audit was conducted by Blue & Co, LLC, and accepted by the ICF Global Board of Directors in June 2019. The auditors issued a clean audit for ICF and the ICF Foundation.

[DOWNLOAD AUDIT REPORT](#)



2018 Board of Directors

Tracy Sinclair, PCC (*United Kingdom*)
Chair

Sara Smith, MCC (*USA*)
Vice Chair

Jean-Francois Cousin, MCC (*Thailand*)
Secretary/Treasurer

Hilary Oliver, PCC (*United Kingdom*)
Immediate Past Chair

José Augusto Figueiredo, ACC (*Brazil*)

Rajat Garg, MCC (*India*)

Wai K. Leong, MCC (*Malaysia*)

Marcia Reynolds, Psy.D., MCC (*USA*)

Valerie Robert, ACC (*Switzerland*)

Magdalena Nowicka Mook
CEO/Executive Director

ICF Global Staff

Executive Office

Magdalena Nowicka Mook
CEO/Executive Director

Chelsea Hale
Finance and Administrative Assistant

Todd Hamilton
Assistant Executive Director

Celeste Moore
Executive Assistant

Credentialing

Carrie Abner
Director of Credentialing and Accreditation

Jackie Burton
Operations and Customer
Relations Manager

Cassandra Dow
Membership and Credentialing
Coordinator

Kathryn Garrett
Credentialing Coordinator

Sherrie Harvey
Credentialing Coordinator

Angie Holleran
Assessor Manager

Vanessa Noorani
Credentialing Coordinator

George Rogers
Director of Quality Assurance

Thomas Tkach, ACC
Assistant Director of Credentialing
and Accreditation

Ethics, Policy and Compliance

Kristin Kelly
Assistant Director of Ethics, Policy
and Compliance

Marketing and Public Relations

Lisa Cunningham
Social Media Specialist

Tiffany Hafendorfer
Marketing Assistant

Justin Hannah
Strategic Marketing and Brand Specialist

Abby Heverin
Assistant Director of Communications
and Awards

Kayla Hutchinson
Marketing and Membership
Communications Manager

Michael Voss
Director of Marketing and Communications

Yvonne Wisnicky
Business Analyst

Meetings and Events

Denise Stenzel
Director of Meetings and Events

Membership and Regional Support

Ann Rindone, ACC
Senior Director of Membership
and Global Development

Don Whittle
Director of Member Experience

ASIA PACIFIC

Paul Ma
Regional Development Manager

Mona Malik
Regional Development Manager

Minji Oh
Member Experience Ambassador

Fiona Toy
Strategic Regional Director

EUROPE, THE MIDDLE EAST AND AFRICA

Alla Kazajeva
Regional Development Manager

Veronica Lysaght
Strategic Regional Director

Isabelle Maes
Member Experience Ambassador

Haitham Shaheen
Regional Development Manager

NORTH AMERICA, LATIN AMERICA AND THE CARIBBEAN

Anik Clemens
Regional Development Manager
(North America)

Mickey Gustafson
Member Experience Ambassador
(North America)

Stephanie Norris
Regional Development Manager
(Latin America and the Caribbean)

Kendra Redman
Regional Development Manager
(North America)

Carolina Stilhano
Member Experience Ambassador
(Latin America and the Caribbean)

Matt Varney
Strategic Regional Director

Program Accreditation

Maria Lester
Credentialing and Program Accreditation
Coordinator

Emily Williams
Program Accreditation Manager

Research and Education

Gage Ammons
Research Specialist

Joel DiGirolamo
Director of Coaching Science

Lauren Magee
Content Manager

Ashley Pak
Content Coordinator

Chris Rush
Content Coordinator

Mark Ruth
Director of Research and Education

Sandy Stansfield
Research Manager

Nicole Zafian
Director of Education

Sales and Advertising

Toby Bishop
Senior Sales Director

Emily Vollmar
Sales Coordinator

Additional support in the areas of technology, finance, human resources and membership services is provided by Associations International, LLC, shared staff members.



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