



ICF COACH CREDENTIALS

– Why It Makes Good Business Sense

People are more skeptical than ever and are seeking reassurance before hiring advisers of any sort. Government too is aware of these concerns and can intervene if new industries, such as coaching, are not seen to be self-regulating. Add to this the potential for adverse media coverage on a large scale, eg. the financial planners in Australia just recently, and the coaching industry could be in trouble.

The International Coach Federation (ICF) has created a Credentialing Program that is without peer. If you are serious about building or maintaining your coaching business and care about the future of the coaching industry, read on...

Purpose of the ICF Credentialing Program

1. To establish and administer minimum standards for credentialing professional coaches and coach training agencies.
2. To assure the public that participating coaches and coach training agencies meet or exceed these minimum standards.
3. To reinforce professional coaching as a distinct and self-regulating profession.
4. To provide coaches worldwide with an opportunity to gain an internationally recognised credential.

5 reasons for holding an ICF credential

1. ICF is the only truly independent coach credentialing body and is not linked with any coach training organisation.
2. ICF has the most thorough credentialing procedures for the profession. There are three levels of ICF credential:

Associate Certified Coach (ACC)
Professional Certified Coach (PCC)
Master Certified Coach (MCC)

Each level of ICF coach certification requires -

- a length of coach-specific training (from 60 hours to 200 hours)
- a level of coaching hours (from 100 to 2,500)
- client references
- coach referees
- evidence of coaching/mentoring from a more highly certified coach/mentor
- passing an examination including testing on the ICF core competencies
- pledging to uphold the ICF's Philosophy of Coaching, Ethics and Standards of Conduct

3. ICF credentialing procedures are available internationally and recognised throughout the world.
4. ICF certified coaches are required to renew their certification every three years. The renewal process ensures that ICF coaches are continually focusing on their professional development and maintaining high professional standards.
5. With your support, ICF credentials and the ICF Standards of Ethical Conduct can become the gold standard for public trust...and a model for our path to becoming a self-regulating profession.

How an ICF credential can be of value to you and your business

- Enhances your credibility and reassures potential clients that you are an experienced and professional coach
- Demonstrates that you have high professional standards
- Demonstrates that you stand by a strong code of ethics
- Demonstrates a high knowledge and skill level
- Demonstrates that you take on-going professional development seriously
- Provides justification to charge higher fees
- Develops you as a professional coach – to further hone your skills
- Brings personal satisfaction - in achieving a career goal
- Brings personal satisfaction - in gaining a credential from the only internationally recognised independent coaching body
- Reinforces the integrity of the coaching profession at an international level

How to apply for an ICF Credential

Read the information on the ICF website www.coachfederation.org/credentialing and download the relevant application form. If you need any additional information or advice, contact Barbara or Toni (details below).

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