

2010

International Coach Federation
ANNUAL REPORT



15 YEARS of *Advancing the* Coaching Profession



1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010



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International Coach Federation

15 YEARS of **Advancing** the Coaching Profession

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Giovanna D'Alessio, MCC (Italy)

Dear ICF Members and Friends,

My term in office was an incredible adventure in leadership and community. Working together with so many caring and committed members of our association around the world, it was thrilling to experience and be a part of all that we achieved together. Thank you to each and every volunteer leader and member—you all played a part in this work.

Reading this Annual Report, I hope you get a sense of the same pride I feel when looking back at the ICF's successes in 2010. Some of the highlights from my time as President include:

The ICF celebrated its 15th anniversary. It's amazing to see how far we have come! Celebrations included chapters holding local events, members donating to ICF's time capsule, and several ICF Past Presidents being interviewed for a special video production.

The ICF Global Consumer Awareness Study was commissioned. For this research, 15,000 participants from 20 countries were surveyed, via a global online consumer panel, in order to demonstrate the worldwide reach of coaching in terms of how many people have been coached, how many people are interested in being coached, and how important coaching credentials are to clients. Overall, 51 percent of 15,000 participants reported they were "somewhat to very aware" of professional coaching.

The I Care For campaign, the first visible element of our brand evolution, was launched in October at the ICF Annual International Conference in Fort Worth, Texas, USA. Through ICFCareFor.org and other social media outlets, members expressed what they cared for. It was wonderful to see the diversity of responses that were collected during this campaign—responses ranged from the profession to a variety of social issues to the environment and beyond.

Five ICF Chapters, representing Argentina, France, Turkey, and the United States, were awarded ICF Chapter Awards in two categories.

Two companies, Genentech and the TINE Group, representing the United States and Norway respectively, were presented with an ICF International Prism Award.

As part of our branding work, chapter leaders were introduced to a dialogue-based process to ensure that all ICF members had a consistent experience wherever they participated in the ICF, while still allowing chapters to localize a member's experience.

The ICF continued to see increased recognition in some of the world's most prestigious news outlets including *The Wall Street Journal*, *The Washington Post*, *Forbes.com*, *European CEO*, *EU Commerz*, and *Talent Management* magazine.

Despite an economic downturn in many areas of the world, ICF was able to grow in terms of membership and strengthen our finances. In fact, we achieved our highest membership retention rate since 2008—over 76 percent.

A number of volunteers continued working to enhance the ICF Credentialing program. More than 2,000 ICF Credential applications were received, and the turnaround time for ACTP applications for a credential, among other areas, was reduced. A number of volunteers continued working to enhance the ICF Credentialing program. More than 1,570 ICF Credential applications were received, and the turnaround time for ACTP applications for a credential was reduced to less than three weeks.

A Technology Taskforce was formed to review and make suggestions on how to best achieve a number of goals through Coachfederation.org, including making the site easier to use and more enjoyable.

ICF renewed the contract with its management company, ensuring that our professional staff stays in place to run the day-to-day operations of our association. As part of this renewal process, several Key Performance Indicators (KPIs) were established to review our staff's effectiveness.

So much more happened throughout 2010, including work with ICF branded events, the expansion of our Virtual Education offerings, and work with membership eligibility requirements, to name a few areas specifically. I encourage you to take some time to review the entire Annual Report and take a moment to enjoy what we accomplished together in 2010.

Again, thank you to the many coaches around the globe who helped make so many goals and objectives a reality for us—and thank you in advance to the many who will be called upon to help in the following years!

I've so enjoyed my many years with the ICF, at both the local chapter and global level. I look forward to our future successes, shaping the future of coaching, and working to raise professional standards together with you as members and friends of the same global association.

Sincerely,



D'Alessio speaks to coaches and HR professionals on creating a coaching culture inside organizations at the American Chamber of Commerce in Rio de Janeiro.



Gary E. Boyler

(USA) Executive Director

The Power of Persistence

The ICF took time in 2010 to celebrate the 15th anniversary of the organization while continuing to focus on the increasingly complex nature of both maintaining and enhancing a burgeoning global community.

While an impressive number of milestones continued to be achieved in terms of membership growth, retention, credentialing applications, program accreditation, and stakeholder input, demand increased for a clearly defined strategic approach to ensure the sustainability of the ICF in the future.

The volunteer leadership and staff are deeply committed to the long-term viability of the association as a leader of the coaching profession. It requires resolve and a tenacity to realize our envisioned future.

Numerous work groups were formed to enrich credentialing and program accreditation, while task forces addressed the development of new branded events, as well as the website of the future. The Board of Directors renewed a commitment to open and transparent communication with all stakeholder groups through the introduction of a blog and hosting *Real Talk* sessions.

Members of the global Finance Committee recommended guiding principles for establishing an overall ICF pricing strategy to the Board in order to provide fiscal security. As approved, these include the following:

- The ICF is the global leader in the coaching profession and represents a premium brand. It consistently guarantees delivery of quality offerings and overall pricing reflects the same.
- The ICF will maximize profit margins for services which reach individual stakeholder segments such as training schools, sponsors, advertisers, and organizations interested in coaching.
- The ICF will keep products and services offered to members priced at a level to cover costs with a minimum amount of mark-up (profit).
- Developing countries will require special consideration in overall pricing to ensure equitable access.

The organization must remain conscious of what is happening in the overall market and monitor the pricing of competitive offerings while remaining diligent about containing costs where possible.

A substantial number of opportunities and challenges require attention in both the near and long terms. The ICF brand platform must continue to evolve, the subject of overall governance needs to be addressed, programs and services must be rationalized to maximize impact, effective supporting technological infrastructure is necessary, and accelerating the speed to market with new or improved initiatives is essential.

In order to realize our community's strategic imperatives, we must be passionately committed to doing what it takes to get there—even if it entails negative feedback or stumbling now and then in order to achieve our goals. Implementing necessary change takes courage and conviction.

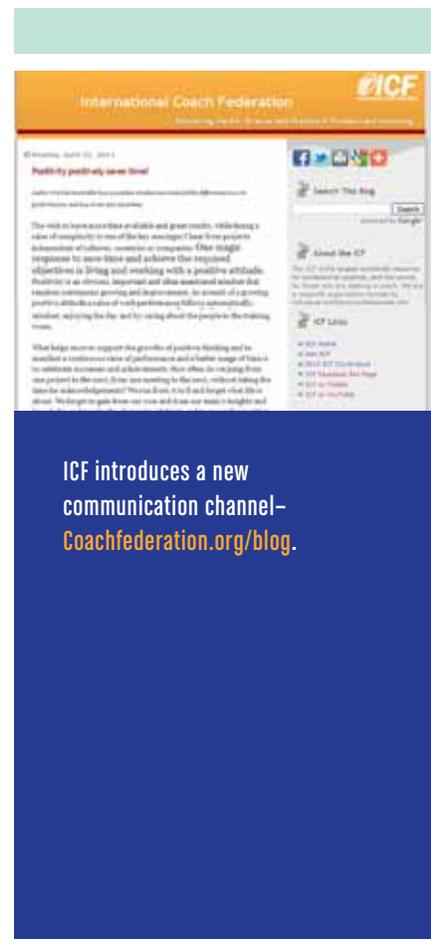
Our ability to effectively champion the societal value of professional coaching will entail perseverance and the ability to engage strategic partners while remaining cognizant of some basic rules of engagement such as:

1. We will keep our goals in sight.
2. We realize obstacles will be encountered but are surmountable.
3. We will trust one another.
4. We will be flexible.
5. We will be patient.
6. We will achieve our dreams through both small and sometimes sweeping actions.
7. We MUST lead by example.

Visionary thinking is required in order to co-create the ICF of tomorrow—an even more vibrant, inclusive, diverse, and progressive community which is the leading advocate for the *art, science, and practice of professional coaching*.

The ICF is firmly positioning itself to embrace change which will dramatically impact the overall viability and relevance of the organization for the next 15 years and beyond.

Cordially,



ICF introduces a new communication channel—Coachfederation.org/blog.

Elected Global Stewards of the ICF

The global 2010 ICF Board of Directors hailed from nine countries, including Argentina, Australia, Belgium, Ireland, Italy, Norway, Switzerland, the United Kingdom and the United States. Serving as the governing body of the ICF, the Board employed a knowledge-based learning and decision-making approach to their work throughout the year.

As trust often takes time to build and is a necessary element for teams to have in place, in their January meeting, the Board discussed and participated in exercises around the four elements of trust (reliability, acceptance, openness, and congruence), before engaging in discussions around ICF's global efforts. This work helped to create a supportive and productive framework for the Board to operate within, allowing the group to more easily draw upon the array of personal experiences, business situations, and tools each member brought to the group to best serve the ICF membership.

With this foundation in place, the Board turned to establishing strategic priorities to focus on throughout the year. The 2010 priorities were:

- Enable chapters to co-create a brand-based sustainable (financial, leadership, and relationship) culture;
- Enhance credentialing program to best protect and serve consumers of coaching services, measure and certify competence of individuals, and inspire pursuit of continuous development; and
- Develop, implement, and maintain a strong brand strategy for the ICF.

Details on the achievements and levels of accomplishment for each of these priorities is available on page 13. The Board also spent time in January on scenario planning to assist them with future decisions as they work to ensure the ICF's strong future.

Throughout 2010, the Board worked together, using information collected through various means from the global membership, and accomplished an impressive amount of work via in-person and teleconference meetings. Two new methods of connecting with the membership that the Board relied upon were the introduction of the *Real Talk with the Board* calls and inviting local chapter members to take part in constellation simulations during in-person Board meetings.

The *Real Talk* calls gave interested members the opportunity to connect with several members of the Board and discuss ICF programs, current projects, and policies. Board members took turns hosting calls in English, French, and Spanish throughout the year.

During the Board's constellation work, local ICF Chapter representatives from the ICF Orange County Chapter, California, USA, and the Georgia Coach Association, Georgia, USA, were invited to join the Board as various topics were investigated to help demonstrate the diversity in opinions and feelings that may be present throughout the membership around a given topic. Constellations are used to quickly highlight hidden dynamics within organizations and can help reach fresh insights and clarity.

The four elements of **trust**: reliability, acceptance, openness, and congruence.

2010 GLOBAL BOARD OF DIRECTORS

Giovanna D'Alessio, MCC
(Italy) President

Ed Modell, PCC
(USA) President-Elect

Karen Tweedie, PCC
(Australia) Past President

Marilyn O'Hearne, MCC
(USA) Vice President

Lene Rønning-Arnesen, PCC
(Norway) Vice President

Sylviane Cannio, MCC
(Belgium) Vice President

John Annesley, PCC
(Australia) Secretary/Treasurer

Philip Brew, MCC
(United Kingdom) Director

Ira Dressner, PCC
(USA) Director

Damian Goldvarg, MCC
(Argentina/USA) Director

Janet M. Harvey, MCC
(USA) Director

Tom Hatton, MCC
(Ireland) Director

Krissy Jackson, PCC
(Switzerland) Director

Meryl Moritz, MCC
(USA) Director

Pat Obuchowski, PCC
(USA) Director

Cheryl Vermey, ACC
(USA) Director



2010 ICF Board of Directors at their first meeting of the year in Costa Mesa, California, USA.



Thank You for your Service

The ICF would like to recognize four Board members whose terms expired at the close of 2010. These individuals have served the ICF in numerous capacities over the years.

Sylviane Cannio, MCC (Belgium)

Tom Hatton, MCC (Ireland)

Lene Rønning-Arnesen, PCC (Norway)

Karen Tweedie, PCC (Australia)



Several ICF Past Presidents join together in Fort Worth, Texas, USA, for a cake cutting ceremony to celebrate ICF's anniversary.

“**Leadership** is the capacity to translate vision into reality.”

WARREN G. BENNIS

Turning Vision to Reality

Since the ICF's founding in the mid-1990s, volunteer leaders from all over the world have played a role in turning vision into reality. Who would have known that 15 years after its formation, the ICF would have grown into the global organization it is today with members in 100-plus countries?

Over the years, the individuals listed on the next page have served in the distinct role of president of the ICF, selflessly offering themselves on behalf of the ICF, and of the coaching profession, toward the *continuing advancement of the art, science and practice of professional coaching*. These coaches have come to serve as living reminders of the ICF's rich history—and they illustrate how far the organization has come since those early days.

In 2010, the ICF celebrated 15 years—while we celebrate our past and those who helped shape the ICF into the organization it is today, we look ahead to the future and continuing to turn vision into reality.

The ICF would like to thank former leaders for their ongoing support.



PAST PRESIDENTS

Karen Tweedie, PCC
(Australia) 2009

Diane Brennan, MBA, MCC
(USA) 2008

Kay Cannon, MBA, MCC
(USA) 2007

Pam Richarde, MCC
(USA) 2006

Steve Mitten, MCC
(Canada) 2005

Dr. Barbara Walton, MCC
(USA) 2004

Judy Feld, MCC
(USA) 2003

Bobette Reeder, MCC
(USA) 2002

Darelyn "DJ" Mitsch, MCC
(USA) 2001

Dr. Marcia Reynolds, MCC
(USA) 2000

John Seiffer, MCC
(USA) 1998- 1999

Jeff Raim
(USA) 1997- 1998

Cheryl Richardson, MCC
(USA) 1996- 1997

Sandy Vilas, MCC
(USA) January - July 1996

ICF Past Presents take to the stage during the ICF Annual International Conference to share ICF memories and hopes for the future.



Global committees are like wheels that keep the organization not only in motion, but also **moving ahead.**

Over 200 ICF members from 39 countries volunteered to serve on a global ICF Committee in 2010, which far exceeded the number of open Committee positions. Thank you to those who expressed interest to serve, and to selected individuals who offered their expertise, time, and passion to further *advance the art, science, and practice of professional coaching.*

Annesley provides financial report on ICF at ICF Annual International Conference.



Conference Education Steering Committee

Chair: Lynn Meinke, PCC (USA)

Credentialing and Program Accreditation Committee

Chair: Pat Marum, PCC (USA)

Vice-chair: Amarah Ross, MCC (USA)

Education Committee

Chair: Dave Wondra, PCC (USA)

Vice-chair: Donna Billings, PCC (USA)

Ethics and Standards Committee

Chair: Sally Rhys, ACC (USA)

Vice-chair: I. Barry Goldberg, PCC (USA)

Finance Committee

Chair: John Annesley, PCC (Australia)

Independent Review Board (IRB)

Chair: Drazia Rubenstein, MCC (USA)

Vice-chair: Elizabeth Viera-Richard, MCC (USA)

Marketing Committee

Chair: Tara Rodden Robinson, ACC (USA)

Vice-chair: John Blakey, PCC (United Kingdom)

Membership and Community Committee

Chair: Colleen Bracken, PCC (USA)

Vice-chair: Kara Exner, ACC (Canada)

Research Committee

Chair: Thomas Krapu, PCC (USA)

Vice-chair: Francine Campone, MCC (USA)

Regulatory Committee

Chair: Mark Hershman, MCC (USA)

2010 Committee Highlights

Workgroups on Credentialing: The ICF adopted a comprehensive work plan to address enhancements to its credentialing program. More than 260 volunteers contributed to the work of several workgroups that will be making recommendations to the global Credentialing and Program Accreditation Committee and ICF Board of Directors.

Ethics for Chapters: The Ethics and Standards Committee developed Chapter Ethical Guidelines for ICF Chapters. They also further developed the area of Coaching Ethics Education; considered a coach-to-coach pledge; contributed to a monthly ethics column in the *Coaching World*; and developed a model template for coaching contracts.

Excellence in Education: After conducting a thorough review of member feedback from the 2010 ICF *Professional Development Survey*, the ICF Education Committee continued ongoing discussions around providing suggestions for topics and speakers that would provide additional educational value for ICF members and leaders. These recommendations were delivered to those who are responsible for planning the education through all ICF “delivery systems” (e.g. Virtual Education, Chapter events, SIG teleforums, and ICF Branded Events).

Research in Review: The ICF Research Committee conducted peer reviews on 22 items that were submitted in 2010 for possible inclusion on the ICF Research Portal. The 13 items which were approved—a mixture of items in English, French, and Spanish—ranged from industry/research articles to dissertations and case studies.

Minimum Eligibility: The Membership and Community Committee focused their work around Minimum Eligibility Requirements (MER) for ICF membership that will be implemented in April 2012.

2010 Conference: The Conference Education Steering Committee introduced new elements to the Annual International Conference such as *Global Conversations* and a Virtual Bookstore, resulting in an overall conference satisfaction rating of 79 percent.

Social Media: The Marketing Committee completed a white paper on social media trends as the ICF increased its presence and interaction on various social media channels.

Finances: The Finance Committee oversaw a contribution of \$313,023.06 USD to reserves, far exceeding the projected amount of \$1,500 USD.



Branded Events Taskforce discuss ideas around the future of ICF events.

ICF STRATEGIC OVERVIEW AND PRIORITIES



ICF Israel (above) and
ICF Turkey (below)
become ICF Chartered
Chapters.



The ICF is the largest worldwide resource for professional coaches and the source for those seeking a coach. A nonprofit organization formed by individual members around the world, members include Executive Coaches, Leadership Coaches, Life Coaches, and many others.

ICF Core Purpose

To advance the art, science and practice of professional coaching.

Big Audacious Goal

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

ICF 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.

ICF Definition of Coaching

The ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The coaching process helps clients both define and achieve major goal areas, both professional and personal, faster, and with more ease than would be possible otherwise.

Prioritized Strategies and Accomplishments of 2010

As a knowledge-based organization, the ICF operates according to a comprehensive strategic plan that was first developed in late 2006. Following an annual review of the strategic plan, three prioritized strategies are generally selected to focus upon during the calendar year. These strategies were taken directly from the strategic plan and were selected by the 2010 global ICF Board of Directors in January 2010. The strategies were:

- Enable chapters to co-create a brand-based sustainable (financial, leadership and relationship) culture;
- Enhance credentialing program to best protect and serve consumers of coaching services, measure and certify competence of individuals, and inspire pursuit of continuous development; and
- Develop, implement and maintain a strong brand strategy for the ICF.

Enable chapters to co-create a brand-based sustainable (financial, leadership, and relationship) culture.

An important benefit for many ICF members worldwide, ICF Chapters offer a vital local presence for the ICF and a connection point for members active in their local chapter. Thriving chapters help to strengthen the ICF and grow awareness and understanding of professional coaching worldwide. Over the course of 2010, several initiatives were conducted to support this important strategic priority.

The ICF continued to offer chapter leaders opportunities to connect, share best practices, and brainstorm ideas throughout the year. These channels included the Global Leadership Forum preceding the Annual Conference in Fort Worth, Texas, USA, which 115 volunteers attended, and 20 chapter leader presentations offered via teleconference throughout the year. Chapter leaders were also invited to highlight their local efforts through articles and interviews in the *Coaching World* newsletter.

Continuing in 2010 was the popular Chapter Leader Coaching Program. Introduced in 2009, the program matched current chapter leaders with past ICF leaders for the purpose of coaching/mentoring partnerships. Nearly 50 current and past chapter leaders participated in the program during 2010. New to the program in 2010 was a Group Coaching component.

Also continuing in 2010, three *Chapter Care Kits* were distributed to chapter presidents via postal mail. Chapter presidents regularly receive email communication from ICF Headquarters. The goal of the *Chapter Care Kits* is to place additional emphasis on certain information from ICF Headquarters. The kits contained various tools and information to assist in chapter and leadership development, including instructions on how to access chapter reports, survey results, available marketing and public relations materials, and much more.

The ICF welcomed five groups to the ICF Chartered Chapter status in 2010: ICF Peru, ICF Tampa Bay, ICF Israel, ICF Portugal, and ICF Turkey.



ICF Chapter Presidents participating in the 2010 ICF Chapter Leader Coaching Program.

At the request of the global Board, the global Ethics Committee developed a recommended set of guidelines for individuals who serve in a chapter leadership role to adhere to in order to address concerns that are brought to the Board and staff throughout the year. It is the hope that these guidelines will assist leaders in upholding the standards of the organization and be mindful of the impact of their actions and decisions on the ICF brand.

Enhance credentialing program to best protect and serve consumers of coaching services, measure and certify competence of individuals, and inspire pursuit of continuous development.

Surveys demonstrate that ICF Credentials are viewed as a core ICF offering. Supporting this idea is the tremendous growth the credentialing program has seen over the last few years. At the end of 2010, the number of ICF Credentialed coaches surpassed 7,000, and incoming credential applications had increased by 23 percent from 2009 to 2010.

In 2007, the global ICF Board committed to enhancing the current system, building on the strong foundation laid by past volunteers, in order to ensure the system was seen as highly credible and respected throughout the global community moving forward into the future.

To continue this work in 2010, the Board approved a two-year work plan presented by the global Credentialing and Program Accreditation Committee which utilized the support of nine workgroups consisting of member volunteers and other experts as needed.

Throughout the year, workgroups addressed topics such as:

- Assessed the value of retaining a multi-tier credentialing system: The work of this group will be carried over to 2011;
- Made recommendations to enhance the existing credentialing program: The Assessors meeting in conjunction with the ICF Annual International Conference in Fort Worth, Texas, USA, focused on the development of an assessment philosophy with over 35 volunteer assessors in attendance. A governance workgroup discussed the impacts of having an independent governance structure for the credentialing program. A recommendation was made to the Credentialing and Program Accreditation Committee for an operational definition of a Mentor Coach with associated best practices, and ICF staff continued work with vendors to offer an enhanced and more user-friendly online credentialing application scheduled for early 2011; and
- Worked to enhance the program accreditation process and procedures: Two in-person meetings were held to assist in the evolution of program accreditation. During 2010, the ICF reviewed 26 ACSTH programs and 12 ACTP offerings. To reduce the wait time for schools that submit a coaching program for review, assessors who typically review programs voluntarily, were provided payment for reviewing programs.

The global Credentialing and Program Accreditation Committee, supported by various workgroups, will continue their work to enhance the ICF Credentials and program accreditation process throughout 2011. Watch for updates in ICF communications as well as on Coachfederation.org.

Develop, implement and maintain a strong **brand strategy** for the ICF.

Throughout 2010, the ICF continued to develop a brand platform in order to create its distinct position in the marketplace and expand upon global recognition. Building on the tremendous amount of information provided through member surveys, focus groups, taskforce support, and through other means, the ICF accomplished several important initiatives in the support of this goal.

By commissioning the 2010 ICF Global Consumer Awareness Study, the ICF tapped into the minds of 15,000 participants representing 20 countries to learn more on the worldwide reach of professional coaching in terms of how many people have been coached, how many people are interested in being coached, and how important credentials are to clients. More information on the study is available on page 24.

To ensure that the ICF and its members are associated with high professionalism, the global Board made a commitment to raise the bar for the organization by establishing a minimum set of eligibility requirements that coaches must meet in order to join the ICF. Membership requirements will be implemented beginning in 2012. To support this work, following the review of input provided by the membership, the global Membership and Community Committee, and other ICF leaders, discussed various components of minimum eligibility requirements, including membership category benefits and requirements. The Committee will provide finalized recommendations to the Board in 2011.

As the first visible element of the ICF brand platform, the *I Care For* campaign was launched at the Annual International Conference in Fort Worth, Texas, USA. Conference attendees shared their *I Care For* statements through a community board as well as through video interviews. The campaign embraced the ICF's tremendous growth over the years, and gave every member a voice and opportunity to contribute and express what they care for, including the environment, social issues, the profession, the association, etc. More details can be found on page 26 as well as by visiting ICFICareFor.org.

To help support ICF brand work, chapter leaders and other ICF volunteers were invited on several occasions throughout the year to engage in a dialogue-based planning exercise, including at the Global Leadership Forum held in conjunction with the Annual Conference. The aim of this work was to employ members more effectively in co-creating a brand-based culture within all parts of the ICF, and to increase overall leadership accountability at the chapter level. This step is necessary to ensure that all members have the same experience no matter where they participate in the ICF.

A Branded Events Taskforce discussed the future of ICF branded events, including future ICF Annual International Conferences. The group was charged with finalizing a recommendation for a mix of events that would best serve the ICF's diverse membership and create a good balance of offerings between local, regional, and international events. More information on the taskforce's work is available on page 36.

ICF's brand platform will continue to evolve in 2011. Look for more updates in ICF communications and on Coachfederation.org.



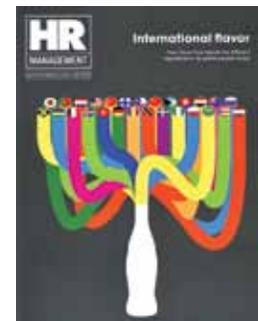
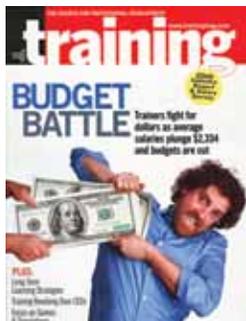
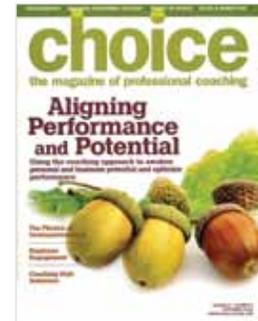
ICF Branded Events Taskforce.

ICF BRAND ATTRIBUTES:

Global
Knowledgeable/informed
Solid
Responsible/accountable
Accessible
Professional
Diverse
Credible
Ethical
Personal/caring
Challenging
Connected/community
Inspiring
Passionate
Pioneering
Welcoming/friendly



WORLDWIDE MEDIA OUTREACH RESULTS



ICF Chapters, individual members, and staff worked tirelessly throughout the year to broaden public awareness and understanding of professional coaching and the ICF. For the year, staff distributed over 25 press releases/media alerts. Additionally, numerous ICF Chapters and members sent their own releases and garnered media attention—helping to expand recognition of professional coaching, ICF-sponsored research, ICF Credentials, and the ICF in general.

From January 1 through December 31, 2010, the ICF was mentioned in 4,500 captured clips, representing a potential circulation of over 2.8 billion. In 2,700 of these clips (over 1.2 billion in potential circulation), ICF Credentials were specifically mentioned.

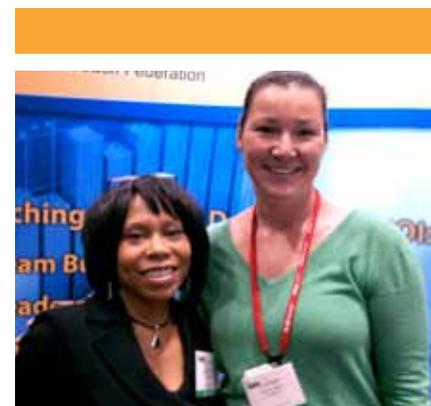
Outlets that covered the ICF included *U.S. News and World Report*, *Forbes.com*, *About.com*, *Allbusiness.com*, *News France*, *Yahoo! Finance*, *Yahoo! Korea*, *Philadelphia Inquirer*, *BBC News Business Edition*, *Brisbane Times*, *The Seattle Times*, *CBS New York*, *eHow*, *El Comercio Newspaper*, *Canadian HR Reporter*, *El Heraldohn*, *The Daily Telegraph*, *FOX Business*, *Denver Post*, *Business Week*, *Talent Management magazine*, *The Wall Street Journal*, *CNNExpansion.com*, *The Washington Post*, and the *Calgary Herald*.

Additionally, advertising and/or provided editorial content was included in:

- Six issues of *European CEO* and four months of banner advertising—reaching 50,000-plus CEOs and decision-making executives in 28 countries;
- Five issues of *Coaching at Work*—reaching coaching and HR professionals;
- Four issues of *EU Commerz* and six months of banner advertising—reaching in excess of 100,000 CFOs, CEOs and government decision-makers across Europe;
- Four issues of *choice magazine*—reaching over 2,500 paid subscribers in 28 countries and over 800 news stands in the United States;
- Two issues of *Business Europe Magazine*—reaching over 48,500 C-suite subscribers across Europe and other regions;
- One issue of *HR Management*—reaching 32,000 HR leaders (email newsletter reaches 60,000) in the United States;
- Two issues of *European Financial Review* and four months of banner advertising—reaching CFOs, directors, and others throughout North America, Europe, the Middle East, Asia, and Latin America;
- One issue of the *SHRM Trendbook*—reaching 243,000 *HR Magazine* paid subscribers and distributed at three SHRM conferences in 2010, including their Annual Conference and Exposition, Employment Law & Legislative Conference, and Staffing Management Conference & Exposition.
- One issue of *Training Magazine* with an additional email communication to publication subscribers—reaching over 40,000 decision-makers across the training industry throughout North America;
- Online profile in ASTD's Expo 360—ASTD is the world's largest association dedicated to workplace learning and performance professionals, with members in more than 100 countries; and
- Ad campaigns running on Google and Facebook.

Supporting print and online efforts, ICF Chapters and members participated in many in-person conferences, meetings, coaching demos, and other events throughout the year. One example is the support that Chicago Coach Federation members offered ICF staff by providing coaching demos and answering questions when ICF exhibited at the 2010 ASTD International Conference and Exposition in Chicago, Illinois, USA—an event that drew 8,500 attendees from over 70 countries. Based on the success of this venture, staff plan to exhibit at additional conferences in 2011 and enlist the support of local members to join them in ICF's exhibit booth.

Thank you to every ICF Chapter and member who has worked to grow awareness of the ICF and benefits of professional coaching!



Chicago members join ICF staff at the ASTD International Conference in Chicago.

HAPPY 15TH ANNIVERSARY ICF!



ICF 15th anniversary cake.

ICF Past Presidents meet to
discuss the history of ICF.



In 2010, the ICF celebrated 15 years of offering a thriving community to its global membership and being an educational resource for the public.

Since its founding in 1995 by the late Thomas Leonard, the ICF has grown from a mostly North American community of professional coaches to an international network of members representing over 100 countries. In addition to being a source of information for coaches and those interested in becoming a coach, the ICF has also placed an emphasis on consumer education and protection through the development of an independent credentialing program and code of ethics.

Once believed to be a fad in the '90s, today professional coaching is utilized by many around the world to address both personal and professional goals. According to the 2010 *ICF Global Consumer Awareness Study*, where 15,000 individuals representing 20 countries were polled, 51 percent of participants reported they were “somewhat to very aware” of professional coaching. More information on the study is available on page 24.

To celebrate its 15-year milestone, several special events and projects were carried out in 2010:

- Local chapters around the globe held special anniversary celebration events—*thank you to everyone who celebrated locally*;
- ICF Past Presidents were interviewed for a historical video production;
- Members submitted articles, poems, photos, and other items to either ICF’s electronic time capsule (e-time capsule) or a time capsule housed at ICF Headquarters;
- The opening reception at the ICF Annual International Conference in Fort Worth, Texas, USA, served as an anniversary party. ICF Past Presidents were invited on stage to help cut the anniversary cake;
- Throughout the ICF Annual International Conference, ICF Past Presidents took the stage to share special moments from their time with the ICF; and
- ICF Annual International Conference attendees received a special anniversary-themed, lapel pin, flash drive, and T-shirt.

Thank you to everyone who helped make the ICF a successful global community!

A Walk through the Years

- 1995** Thomas Leonard, with the support of others, founds the ICF in the United States for the purpose of having a space for all coaches to support one another and help grow the profession.
- 1998** ICF President appointed and a Board of Directors established. The first issue of *ICF Coaching News* (an e-newsletter) is sent to over 400 subscribers. The first ICF Chapter is established and by May there are more than 60 ICF Chapters worldwide.
- 1997** Discussions around credentialing begin and a Coach Referral Service (CRS) is promoted.
- 1998** ICF merges with the Professional and Personal Coaches Association (PPCA), founded by Laura Whitworth, to strengthen the voice and credibility of professional coaching. The first group of coaches is awarded ICF Credentials (PCC and MCC) at the conference in Scottsdale, Arizona, USA. Membership dues are approved.
- 1999** ICF's first executive director is hired and a management company is selected to run daily operations. ICF begins to accredit training schools and reaches 2,100-plus members. More than 200 coaches hold an ICF Credential.
- 2000** The ICF grows an average of 130 members per month, many of which join from Australia, Asia, and Europe. The role of president-elect is created. The 2000 Annual Conference is held in Canada, the first event held outside of the United States.
- 2001** ICF hosts a 24-hour "Round-the-clock-Round-the-world" ICF member conversation. The call is hosted by an ICF Board member each hour and provides members an opportunity to come together in the wake of the 9/11 tragedy.
- 2002** Conferences in Australasia and Europe are held. The ICF Regulatory Committee is appointed to protect and preserve the integrity of the coaching profession.
- 2003** The coaching community mourns the passing of ICF founder Thomas Leonard.
- 2004** The ICF Board goes through a strategic review with an outside consultant in an effort to review current practices and facilitate growth. Membership reaches 7,900-plus members.
- 2005** ICF transitions to its present management company with a staffed office headquartered in Lexington, Kentucky, USA. Membership levels and credential categories are revised to raise professional standards. The first ICF International Prism Award is bestowed.
- 2006** The Board begins work on the ICF strategic plan to establish a solid strategic direction for several years. ICF sponsors the global summit in Vancouver, British Columbia, Canada, called *Evolving the Conversation: A Summit on the Future of Coaching*.
- 2007** The Board approves researching and enhancing the ICF Credentialing program. Over 1,000 credentials are awarded during the year. Results from the *ICF Global Coaching Study* are released. The coaching community mourns the passing of Laura Whitworth.
- 2008** Two Regional Service Centres, serving Europe, the Middle East, and Africa (EMEA) and Asia-Pacific, open and the online ICF Research Portal is introduced. A formal Board of Trustees is developed for the ICF Foundation.
- 2009** Results from the *ICF Global Coaching Client Study* are released. The Chapter Leader Pilot Program is launched, a program offering leaders a coaching/mentor relationship.
- 2010** ICF celebrates 15 years with more than 17,000 members, over 6,900 credential holders, and more than 140 chapters!



Thomas Leonard
ICF Founder



ICF time capsule materials.

Coaches enjoy ICF's
15th anniversary reception
in Fort Worth, Texas, USA.



Astounding Growth of the ICF Credential

Now in its second decade, the ICF Credentialing Program is the only globally recognized independent credentialing system in the world. Through this program, three ICF Credentials are offered: Associate Certified Coach, Professional Certified Coach and Master Certified Coach. By December 2010, the total number of ICF Credential holders reached 7,061—there were more ICF Credentialed Coaches in 2010 than there were ICF members in 2003.

The breakdown of Credential holders in 2010:

- 4,287 holding the ACC Credential (61 percent);
- 2,143 holding the PCC Credential (30 percent); and
- 631 holding the MCC Credential (9 percent).

In line with the 2010 strategic priorities for the organization, work continued to enhance the ICF Credentialing program so it may best protect and serve consumers of coaching services; measure and certify competence of individuals; and inspire pursuit of continuous development.

The credentialing system has been a strategic priority of the organization for several years—representing the Board's ongoing commitment to have the ICF Credentialing processes operate in a consistent, objective, and credible manner.

In 2010, the ICF Credentialing and Program Accreditation Committee was charged by the global Board of Directors with creating a work plan to address the enhancements to the credentialing program. The Board approved a plan that called for the formation of diverse workgroups.

More than 260 ICF members responded to a request to serve on these workgroups. Four workgroups actively met in 2010, developing ideas, and recommendations. These workgroups focused on the following topics:

- Number of credentials;
- Assessment of applicants;
- Qualifications of credential applicants;
- Governance of the credentialing program;
- Ongoing credentialing enhancements; and
- Ongoing program accreditation enhancements.

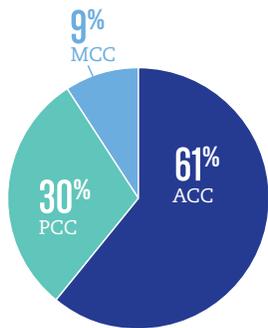
Discussions in these workgroups resulted in recommendations moving from the workgroups to the Credentialing and Program Accreditation Committee and on to the global ICF Board of Directors.

Through 2010, the turnaround time for ACTP applications for a credential was greatly reduced to less than three weeks. Likewise, the application review time for portfolio applications was significantly reduced.

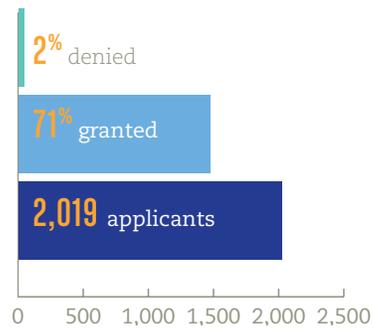
The future remains bright as work is underway to create a streamlined, professional application portal for all those seeking a credential. Work on the ICF Credentialing and Program Accreditation programs will continue in 2011. Look for updates in various ICF communications and on Coachfederation.org.



PERCENTAGE OF 2010 CREDENTIAL HOLDERS



2010 CREDENTIAL APPLICANTS

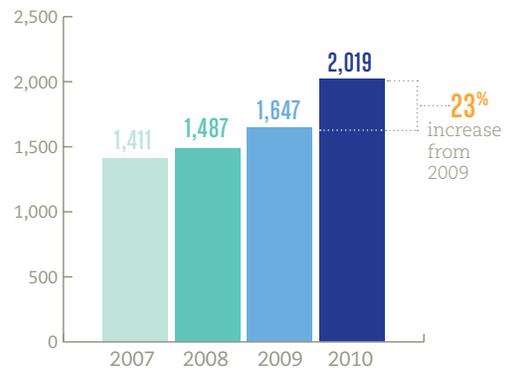


Credentialing by the numbers

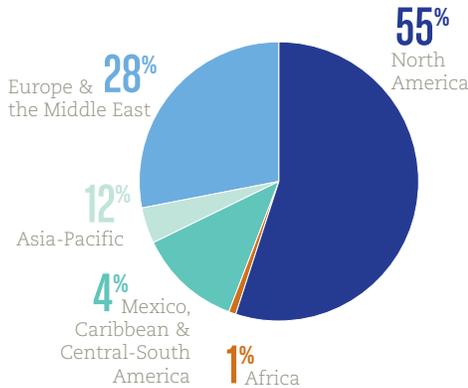
In 2010:

- 2,019 applications were received. Of these:
- 1,437 (71 percent) applicants were granted a credential.
- 40 (2 percent) applicants were denied.
- 23 percent more applications were received in 2010 over 2009
- 174 assessors (those who assist with credential applications on a regular basis).
- 43 ACSTH and ACTP training programs were approved (for a grand total of 158 ACSTH and ACTP coach training programs by December 2010).

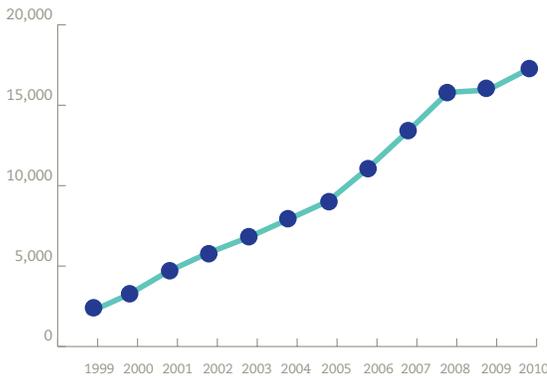
NUMBER OF APPLICATIONS RECEIVED PER YEAR



MEMBERSHIP BY REGION IN 2010



MEMBERSHIP GROWTH OVER TIME



Growth beyond Borders

For 15 years, the ICF has provided a professional source of support for coaches across the globe.

The beginnings of the ICF have often been described as “humble”—a time when the small membership was based primarily in North America. Since that time, the ICF has become the world’s largest and leading global organization dedicated to advancing the *art, science, and practice of professional coaching*. The ICF serves coaches, those seeking a coach, and those interested in becoming a coach.

Today, ICF members live all over the world—from Argentina to Vietnam and everywhere in-between. Over the last decade and a half, the ICF’s membership has quadrupled: the start of 2010 saw 16,065 members in 90-plus countries and by the close of the year, the ICF was serving 17,226 members from 100-plus countries. Despite the global economic climate, the ICF’s retention rate through the 2010—2011 membership renewal period stood at a solid 76.78 percent.

ICF membership has grown by 712 percent since 1999, when official records were first kept. In 2010, 5,390 new members joined the ICF with an average of 449 new members each month.

There are 140 ICF Chapters, across 50 countries, serving ICF members. ICF Headquarters supports its chapters through regularly scheduled chapter leader presentations (20 were offered in 2010, covering such topics as strategic planning, chapter retention, etc.); *Chapter Care Kits* (these kits are sent to chapters several times a year and contain tools to assist current and future chapter leaders); and the Chapter Leader Coaching Program (2010 marked the second year of this popular program where current chapter leaders are matched with previous chapter leaders through a mentoring program: the 2010 program had nearly 50 participants, including both coaches and coachees).

To support the ICF’s growing global community, several new chapters and Special Interest Groups (SIGs) were created in 2010. A complete listing of these additions can be found in the box to the right.

And there are two Regional Service Centres (RSCs) to assist members in their local times—one serves the EMEA region and another Asia-Pacific. Another is proposed for Latin America in 2011.

Dedicated to advancing the art, science, and practice of professional coaching.

ICF Special Interest Groups

- AD/HD SIG
- Brain-based Coaching SIG
- Career Coaching SIG
- Coaching and Psychotherapy SIG
- Coaching Educators SIG
- Coaching y Corporalidad
- Conflict Management Coaching SIG
- Equine Experiential Coaching SIG
- Expatriate/Intercultural Coaching SIG
- Global Executive Coaching SIG
- Global Health Care Coaching Alliance SIG
- Great Life in Recovery SIG
- Internal Coaching SIG
- International Humanitarian Aid SIG
- Japanese Speaking Coaches SIG
- Leadership Coaching SIG
- Physical Disability & Chronic Illness SIG
- Relationship Coaching SIG
- Research Forum SIG
- Retreat Coaches SIG
- Self-Care for Coach and Client SIG
- Spanish Speaking Coaches SIG
- Spirituality Coaching Forum SIG
- Team & Work Group Coaching SIG
- Teen/Adolescent SIG
- Third Age Coaching SIG



ICF Uruguay becomes an ICF Chapter.

New ICF Chapters in 2010:

- Saskatchewan Chapter
- ICF Uruguay
- Maryland Chapter

New Special Interest Group (SIG) in 2010:

Coaching Global
Entrepreneurs and
Visionaries

ICF Global Consumer Awareness Study

Continuing its role in providing the coaching profession and public with reliable industry research on coaching, in 2010 ICF set out to conduct the *Global Consumer Awareness Study* to show the worldwide reach of coaching for the first time since the profession's inception nearly two decades ago.

More than half of the general population is aware of professional coaching, according to the groundbreaking survey. Overall, 51 percent of 15,000 participants reported they were "somewhat to very aware" of professional coaching. General awareness varied by country from a high of 92 percent in South Africa to a low of 20 percent in Germany. The study also found one in five of all respondents (20 percent) are generally aware of the ICF.

The ICF issued initial results in late August followed by a five-page Executive Summary, free to ICF members, and a dedicated Web page at Coachfederation.org/works with global, regional, and national data.

"The findings from this survey are significant because they show us the first glimpse of coaching on a global scale in awareness and use," said 2010 ICF President and Master Certified Coach Giovanna D'Alessio. "Until now, coaches were only able to speculate about how wide our industry's reach has become. Now we have information to show us where we are as a profession, which will help us build and sustain our industry's future."

This robust research was conducted independently by the International Survey Unit of PricewaterhouseCoopers. Respondents in 20 countries located throughout Africa, Asia, Europe, North America, and South America were asked to provide feedback using online panels which were validated to be nationally representative for those aged 25 and up.

In addition to benchmarking consumer awareness, the survey asked respondents key questions regarding reasons for why they participated in a coaching partnership, their perceived importance of certification and credentials for coaches, and overall satisfaction with and feelings about their coaching experience.

The *ICF Global Consumer Awareness Study* complements ICF's previous industry research efforts, including the *ICF Global Coaching Study* (2007), which established a baseline overview of the profession from the perspective of practicing coaches, and the *ICF Global Coaching Client Study* (2009), which studied coaching clients throughout 64 countries.



Initial findings from the *ICF Global Consumer Awareness Study* were released in late 2010.

How aware are people of professional coaching?

More than half of all respondents (51 percent) were generally aware of coaching. This includes those who indicated they were either “very aware” (12 percent) or “somewhat aware” (39 percent).

When probed, nearly half (49 percent) of all respondents who indicated they were unaware of coaching, did in fact have an understanding of professional coaching.

Why are people involved in a coaching relationship?

More than two-fifths (42.6 percent) of respondents who had experienced coaching chose “optimize individual and/or team performance” as their motivation for being coached. This reason ranked highest followed by “expand professional career opportunities” (38.8 percent) and “improve business management strategies” (36.1 percent). “Increase self-esteem/self-confidence” and “manage work/life balance” rated fourth and fifth to round out the top five motivation areas.

How satisfied are those who have been coached?

Satisfaction levels are very high (83 percent) among those who have been involved in a coaching relationship, 36 percent of which were “very satisfied.” The level of satisfaction rises even higher to 92 percent among those with an ICF Credentialed coach, 55 percent of which were “very satisfied.”

How likely are people to recommend coaching to others?

As a whole, those who have been coached gave a mean advocacy score of 7.5 (out of 10) in terms of their likeliness to recommend coaching. Overall, 31 percent of those who had been coached indicated that they were “extremely likely” to recommend. Advocacy was even higher for those who had an ICF Credentialed coach—45 percent were “extremely likely to recommend coaching to others.

How important are certifications/credentials for coaches?

84 percent of respondents who had been in a coaching relationship considered certification/credentials important. Even among those who indicated they were not aware of the coaching profession or the ICF, 83 percent considered credentials or certifications important for professional coaches to have.

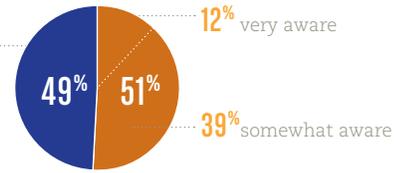
More than two in five respondents (44 percent) knew if their coach had a certification/credential.

What demographic is most attuned to coaching?

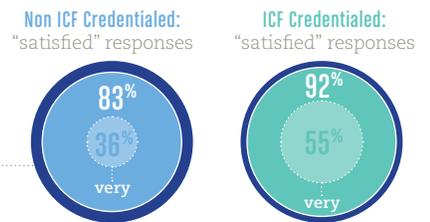
Of the four age groups analyzed in this study, the youngest segment (ages 25–34) had the highest rate of awareness of coaching (57 percent), highest awareness of the ICF (26 percent), and highest levels of satisfaction with their coaching experience (85 percent). The level of satisfaction of this age group with an ICF Credentialed coach was higher again with 92 percent satisfied; more than half (55 percent) stating they were “very satisfied.”

Learn more about the Global Consumer Awareness Study at Coachfederation.org/works.

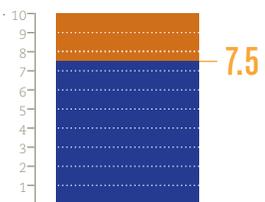
PROFESSIONAL COACHING AWARENESS



COACHING SATISFACTION LEVELS



MEAN ADVOCACY SCORE



DEMOGRAPHIC MOST ATTUNED TO COACHING: AGES 25-34



“I care for allowing a new generation to lead in a way that creates a better future.”



JILL MALLECK, PCC (CANADA)



What do you care for?

Coaches were encouraged to share what they care for through ICFICareFor.org.

What do You Care For?

Over the course of ICF's brand platform work, many interesting facts were unearthed. Discussions with various ICF stakeholder groups showed just how far coaching has come, and as a professional organization, how the ICF has developed. The ICF has moved from being an organization to make coaching a profession to an organization that represents the profession of coaching.

Members explained that they saw themselves as not only part of the ICF community, but also as something much larger—they feel a responsibility not only for themselves but also their coaching colleagues, the overall profession, the ICF, their clients, and the world at-large.

As the first visible element of the ICF brand platform, the *I Care For* (I.C.F.) campaign was launched at the ICF Annual International Conference in Fort Worth, Texas, USA. Global Board members, ICF Past Presidents, and conference attendees shared with fellow conference goers the things they cared deeply for through a community board as well as through video interviews.

By participating in this effort, members revealed the heart and soul of the ICF community, created connections, and generated a ripple effect to make an impact across the globe.

To review additional *I Care For* statements or participate in the *I Care For* campaign, please visit ICFICareFor.org.





I CARE FOR *new ideas, partnerships, knowledge (sharing), inspiration. Increase the number of citizens who know the coaching transformative power, and the reasons why makes it like the most powerful process for developing personal and professional performance.*

João Catalão, ACC (Portugal)



I CARE FOR *people! Being intentional in being and doing from a place of core purpose. People (individuals, relationships, groups) generating meaning and action to create more possibility and positivity.*

Jan M. Portillo, ACC (UK)



I CARE FOR *the responsible contribution that coaching offers the world in achieving unity, peace and understanding in our own community and through us to humankind.*

Isabel Cristina Jaramillo V., ACC (Colombia)



I CARE FOR *an active national chapter in the heart of Europe, serving and connecting coaches in three languages, creating a role model for the world of coaching.*

Thomas Freitag, PCC (Switzerland)



I CARE FOR *growing as [a] chapter in order to share this particular way of being as a human and doing ethically as a professional coach. Being a recognizable, proper voice globally and locally, joining global vision and local experience*

Cecilia Cosamalon, PCC (Peru)



“**I care for passion, peace and presence.**”

KREN BENNETT (USA)



I CARE FOR *supporting and helping women (and men) rediscover their life voyage. For many women the voyage to self-discovery has been hard and painful. I care for and support women with total commitment in the belief that every woman has the strength, and skills, needed to master challenges that she faces daily...*

Deborah Nesbit (USA)



I CARE FOR *the passion and professionalism of the countless coaches from every country on the globe who constantly strive to enhance their skills and capabilities to serve their clients.*

Kathryn Pope, PCC (UK)



I CARE FOR *people and their ability to expand the possibilities to become and live as their best selves.*

Pat Mathews, MCC (USA)



I CARE FOR *collaboratively inspiring 100's of leaders to grow their people, profits and playtime so they make a bigger difference worldwide.*

Pauline Fleming, MCC (Canada)



Conference attendees enjoy a general session at the ICF Annual International Conference.



Celebrating 15 years in Fort Worth

2010 may have had a celebratory feel woven throughout, but for several days in October, the anniversary celebration culminated in Fort Worth, Texas, USA. Attendees of the 2010 ICF Annual International Conference ushered in the official start of the event at the opening reception on October 27—where, mingling over internationally inspired hors d'oeuvres and slices of cake, they toasted the 15th anniversary of the ICF.

World-class speakers, pertinent education tracks, thrilling networking events, and an array of exhibitors made up the year's most-anticipated coaching conference. Anchoring the daily education sessions were the super sessions, headlined in 2010 by the Annesci Quartet and Anne Lise Kjaer.

Coupling beautiful music with a series of concrete and interactive team exercises, the Annesci Quartet opened the conference on October 28 with a new, interactive kind of keynote experience for all in attendance.

The October 29 super session was created with *Global Conversations* in mind—they were introduced as a fresh addition to the conference education line-up. The *Global Conversations* created an intimate experience that allowed attendees to engage with one another while exploring current coaching trends.

Prior to the October 30 keynote session, the Annual Business Meeting took to the stage during a special luncheon where attendees were brought up to speed through the Year in Review presentation. Global futurist and trends expert Anne Lise Kjaer served as the final keynote speaker of the 2010 conference.

In keeping with the anniversary theme, attendees had numerous opportunities to explore ICF's colorful history, including a special on-site display and at each super session where ICF Past Presidents served as emcees.

While remembering the past, attendees were encouraged to look toward the future—the *I Care For* campaign was unveiled during the 2010 conference (learn more about the campaign on page 26). Attendees were asked to write what they care for on note cards—by the end of the week, thoughtful messages were plastered all over the designated on-site message boards, as well as on Twitter.

When attendees were not eagerly soaking up new information in breakout sessions, they were unwinding with old friends and making new acquaintances at special networking events. In addition to the special anniversary opening celebration, an exhibitor showcase and a memory-making "Dance in the Moment" final event made for fun. Beyond these offerings, attendees were encouraged to explore downtown Fort Worth.



It's all about location

Nestled in the southwestern United States and known as the “city of cowboys and culture,” Fort Worth served as the location of the 2010 international conference. This bustling city provided conference attendees an array of entertainment and dining options—the city’s famed Sundance Square was only steps from the Fort Worth Convention Center which served as the event’s venue.

The Fort Worth conference saw several new features, including:

- A virtual bookstore that allowed shoppers to peruse and purchase books by conference speakers before, during, and after the event.
- Global Conversations, or in-depth sessions that allowed participants to lend their voices, cultures, and ideas to an inspired dialogue, were created from trends the Conference Education Steering Committee selected.
- More stringent speaker guidelines that resulted in higher quality presentations and more attendee interaction in each session.
- Complimentary audio recordings were made available to all attendees after the conference—in previous years attendees could purchase available recordings.
- Graphic recordings made a return appearance in 2010—artists captured ideas and expressions made during the Global Conversation sessions.

Fort Worth by the numbers:

- | | |
|----------------------------|-----------------------|
| • 1,007 attendees | • 7 networking events |
| • 261 first-timers | • 35 exhibits |
| • 47 speakers | • 52 volunteers |
| • 40 countries represented | • 3 super sessions |
| • 35 breakout sessions | |



Global Conversations participants share outcomes from their breakout session with fellow conference attendees.

ICF would like to acknowledge **Barbara Luther, MCC (USA)**, for suggesting the creation of ICF Credential lapel pins. Pins were distributed at the ICF Annual International Conference and will be provided to coaches who earn an ICF Credential in the future.



2010 AWARD WINNERS

Each year the ICF honors individual coaches, organizations, and ICF Chapters that have achieved excellence in professional coaching. The 2010 ICF President's Award, ICF International Prism Award, and ICF Chapter Awards were given to the following recipients during the ICF Annual International Conference in Forth Worth, Texas, USA:

President's Award

Leadership and Executive Coach Kim Freedman of Atlanta, Georgia, USA, was honored with the annual ICF President's Award in 2010 for her great contributions to the field of coaching. Freedman served as president of the Georgia Coach Association (GCA) in 2010, an incredibly active ICF Chapter with over 230 members. Under Freedman's guidance, GCA served as an example of success to other ICF Chapters, offering education and community to coaches and promoting the benefits of professional coaching in Atlanta through its local Prism Award program.

Over the past 30 years, Freedman has helped others succeed in her roles as a registered nurse, business operations manager, project manager, human resources director, and corporate trainer. Currently she coaches in the Information Technology (IT) industry.

ICF International Prism Award

Biotech industry leader Genentech, acquired by the Roche Group in March 2009, and Norway's largest private dairy company the TINE Group received the 2010 ICF International Prism Award for their investment of time, energy, and finances into making coaching an integral part of their business culture. Both organizations have implemented exemplary coaching programs which have resulted in improved business performance.

Through the vision of CIO Todd Pierce, in 2007 Genentech implemented a cutting-edge approach to coaching through the Personal Excellence Program (PEP), which today has offered coaching to more than 400 employees at every level within the IT department at the company's headquarters office in South San Francisco, California, USA. With the intention to "create a culture of coaching and development," PEP has succeeded in increasing employee productivity and customer satisfaction, improving employee communication, and making a significant, measurable business impact. PEP is conservatively producing an estimated \$1.50 to \$2 USD for every dollar spent to deliver PEP, an impact study concluded.

The Norway-based TINE Group is using coaching as a tool to improve leadership within the company. Since 2005, at the wishes of CEO Hanne Refsholt, 400 managers have been through a program that teaches a coaching leadership style and offers individual coaching. TINE has extended coaching even further by initiating a coaching program for its advisors of farmers—350 advisors have received coach training to work with farmers more effectively. TINE attributes increased global competition, improved leadership styles, and better customer relations to their coaching program.



Pamela Weiss and Greg Gillis, PCC, accept the International Prism Award for Genentech.

Sonja Iverson and Sikke Næsheim accept the International Prism Award for the TINE Group.



ICF Chapter Awards

Local chapters are the core community of the ICF, providing a voice for coaches in over 150 communities across the world. Five ICF Chapters were presented with a 2010 ICF Chapter Award in the following categories:

- **Local Spirit, Global Presence-Community Activism Award**—Honors chapters that have established a significant coaching presence in their communities; and
- **Finding our Voice-Marketing/ PR Award**—Honors chapters that have created a successful marketing/PR campaign in their communities.

Local Spirit, Global Presence-Community Activism Award Recipients

- **ICF Greater Richmond Chapter** was honored for its partnership with the local nonprofit group Job Assistance Ministry (JAM) to provide free support services to individuals seeking employment. Services included one-on-one pro-bono coaching and mentoring.
- **ICF Turkey** was recognized for providing one-on-one pro-bono coaching for two semesters to university students who hold scholarships from the Cagdas Yasami Destekleme Dernegi, a group dedicated to building schools and providing education opportunities to women and youth.

Finding Our Voice—Marketing/PR Award Recipients

- **ICF Argentina** was awarded for drawing over 500 attendees to various free in-person presentations covering Somatic and Leadership Coaching, as well as more than 100 participants to each of their virtual events over a six-month period.
- **ICF Los Angeles** was honored for doubling the chapter's membership and meeting attendance and more than tripling the chapter's bank account during 2010 through implementing new ideas, including forging relationships with representatives at all local ICF Accredited training programs and introducing advertising opportunities.
- **ICF France** was recognized for organizing the 2010 ICF European Coaching Conference held in Paris, France—an event attended by more than 600 participants from 38 countries.



TOP: D'Alessio presents Kim Freedman with the ICF President's Award.

BOTTOM: ICF Chapter Award recipients with D'Alessio.

GLOBAL OUTREACH



Chapter leaders meet
at the October ICF Global
Leadership Forum.

European Mentoring
Coaching Conference in
Dublin, Ireland.



ICF leaders and staff members traveled the world in 2010 representing the coaching profession at various meetings, conferences, and other events. These travels were of great importance, allowing the ICF to conduct important business and reach out to its members and the public in a meaningful and personal way while telling the world about coaching and the ICF.

January

The 16-member global ICF Board of Directors met in Costa Mesa, California, USA, for the first in-person Board meeting of the year preceded by the annual ICF strategic plan review.

February

ICF staff and the Conference Education Steering Committee, made up of nine coaches from seven countries, convened February 26–28, in Fort Worth, Texas, USA, for an unprecedented face-to-face meeting making strides in planning the exciting details of the 15th ICF Annual International Conference.

May

The ICF Branded Events Taskforce, created by 2010 ICF President Giovanna D'Alessio, MCC, gathered in Chicago, Illinois, USA, to explore different forms of events that would appeal to and engage different stakeholder groups on local, regional, and global levels.

ICF staff joined members of the Chicago Coach Federation, an ICF Chartered Chapter, as exhibitors at the American Society of Training and Development (ASTD) International Conference and Exposition in Chicago, Illinois, USA.

June

ICF leaders and staff traveled to Paris, France, June 17–19 for the ICF European Coaching Conference (ECC) which attracted more than 600 participants from 38 countries. On June 17, D'Alessio, and ICF President-elect Ed Modell, PCC, spoke at the Global Leadership Forum to more than 60 leaders from over 19 countries. ICF Executive Director Gary Boyler, ICF Assistant Executive Director Magda Mook, ICF Director of Membership Don Whittle, and EMEA Regional Service Centre Manager Isabelle Maes also attended these events.

July

D'Alessio toured South America to gain a better understanding of the development of the coaching profession in the region and to support ICF Chapters expanding their presence there. Her travels took her to Lima, Perú, for the first ICF Latin American Coaching Conference (Iberoamerican Coaching Congress II) July 15–17, hosted by the ICF Peru Chapter. During her stops in Brazil, D'Alessio spoke to coaches and HR professionals on creating a coaching culture inside organizations and provided an overview of the ICF at two American Chambers of Commerce in Rio de Janeiro and Sao Paulo. The Sao Paulo Chamber of Commerce broke attendance records during this meeting.

The ICF Board of Directors met for their second in-person meeting, July 7–10, outside of Atlanta, Georgia, USA.

D'Alessio meets with coaches in Brazil.



September

Global ICF Board member John Annesley, PCC, and ICF staff attended the very first Asia Pacific Coaching Conference held in Singapore September 1–3, organized by the ICF Singapore Chapter and the Asia Pacific Alliance of Coaches (APAC). The event's theme was "Coaching for Sustainable, Multicultural Communities" and brought together coaches from all over the Asia Pacific region and other parts of the world.

October

D'Alessio and Mook attended the European Leaders Meeting in Riga, October 23–24.

Global ICF Board member Janet M. Harvey, MCC, ICF Director of Credentialing and Program Accreditation George Rogers, and Mook met with two focus groups on Quality Coach Learning in London, England, and in Los Angeles, California, USA, to discuss major tensions in the coaching profession.

ICF staff and Board of Directors celebrated the federation's 15th anniversary at the Annual International Conference in Fort Worth, Texas, USA, October 27–30, with more than 1,000 ICF members and coaches from 40 countries.

Also in Fort Worth, the Board of Directors met for their third and final face-to-face meeting of the year.

November

D'Alessio, Modell, and Mook attended the European Mentoring Coaching Conference (EMCC) in Dublin, Ireland, November 18–20 and met with the ICF Ireland Chapter during their trip.

December

ICF staff and the Conference Education Steering Committee met in Las Vegas, Nevada, USA, to discuss the 2011 ICF Annual International Conference.



TOP: ICF European Coaching Conference

BOTTOM: ICF Annual International Conference Education Steering Committee



Karen Tweedie, PCC
(Australia) Foundation President

The **sole focus** of the ICF Foundation from 2009 to 2011 is supporting pro-bono coaching in **education.**

Founded in 2004, the ICF Foundation is a nonprofit entity separate from the ICF that exists exclusively for education, research, and charitable purposes in professional coaching.

In 2009, the Foundation Board invited professional coaches working with non-profit organizations and school associations that provide pro-bono coaching to principals, headmasters, teachers, and/or students to apply to receive an inaugural grant. Thirty-two applications were received by the January 31, 2010 deadline. In 2010, six organizations were selected to receive grant funding totaling more than \$43,000 USD.

ICF FOUNDATION TRUSTEES

Karen Tweedie, PCC
(Australia) President

Diane Brennan, MBA, MCC
(USA) Past President

Ed Modell, PCC
(USA) Director

Sylviane Cannio, MCC
(Belgium) Director

Ginger Cockerham, MCC
(USA) Director

Ruth Ann Harnisch
(USA) Director

Silvia Tassarotti, MCC
(Italy) Director

Dr. Barbara Walton, MCC
(USA) Director

Beverley Wright, PCC
(USA) Director

2010 grant recipients:

Coaching For Results, Inc.: A non-profit, 501(c)(3) corporation dedicated to helping school leaders achieve extraordinary results both professionally and personally as they support and foster confident, competent, courageous school leaders who lead their schools to high performance. The organization has been in operation since 2002.

Georgia School Superintendents Association (GSSA): The GSSA Coach Program, initiated in 2002, offers each first-year superintendent with a GSSA Coach for one calendar year. Due to the success of the GSSA Coach Program, GSSA was invited to provide training for the Georgia Association of Secondary School Principals (GASSP), school districts, and regional education agencies.

LeaderSpring, a project of the Tides Center: A nonprofit in Oakland, California, USA, that offers pro-bono coaching to nonprofit leaders in the San Francisco Bay Area, many of whom lead agencies that raise educational achievement for low-income children, youth, and families. LeaderSpring is a fiscally sponsored project of the Tides Center. The program was first piloted in 2006.

Mount Laurel School District: A New Jersey, USA, school district that provides an educational consultant, trainer, and coach for teachers in the Language Arts department at Harrington Middle School as part of the school's intervention improvement process. This project began during the 2008–2009 school year.

National Education Association (NEA): Representing 3.2 million public school employees, the NEA has established a Career Development Program to provide confidential support to education leaders through training and consultation, with the goal of adding a coaching track to build skill development in the area of Life and Career Coaching.

Touch Point Connection, Inc (TPC): TPC offers “Coaching Teens toward Educational and Life Success,” now in its second year of a three-year program development phase at a large, urban, high-poverty high school in Tucson, Arizona, USA. The program uses volunteers trained and supported by certified coaches to provide pro-bono “Success Coaching” to at-risk teens.

For more information on the ICF Foundation, visit FoundationofICF.org.



To help support its mission, the Foundation launched an online donation collection system via PayPal on FoundationofICF.org.

MORE 2010 MILESTONES

Branded events strategy

In order to review and prepare a recommendation around the future of ICF branded events, a global Branded Events Taskforce was created. The goal of this group was to analyze current offerings and make a recommendation to the Board for a mixture of events that would best serve the ICF's diverse membership and create a good balance of offerings between local, regional, and international programs.

After reviewing accounts of global Board discussions dating back to 2007, member comments about and desire for specific ICF events from past member surveys, and attendee evaluations of the 2009 ICF Annual International Conference in Orlando, Florida, USA, the taskforce created a matrix of events for the Board's review.

Included in this recommendation was the creation of a new event model—an ICF Global Summit. The Summit will focus on key global themes and will be held every three years in different regions around the world.

Work on the future of ICF branded events will continue in 2011.

Technology Taskforce & Enhanced Website Navigation

Tasked with helping the ICF enhance and expand its website into a premier integrated, powerful, and useful tool for all stakeholders, a global Technology Taskforce was formed in 2010 to review ICF's online offerings. Areas the taskforce discussed included: the overall ICF website platform, usability, personalization of the site for users, member and chapter support, non-dues revenues streams, branding, and improving existing online products. For each of these goal areas, taskforce members provided supporting recommendations for staff to investigate implementing. Group recommendations were based on member input collected through several surveys, personal experiences with the online offerings of ICF, and competitive assessments of the online offerings of other groups.

One segment of the taskforce's work that will be implemented in early 2011 will be enhancements to the overall navigation of Coachfederation.org. Reviewing comments and frequent questions collected from members and visitors of ICF's website, the group discussed how best to reorganize the site's vast content in order to make information more accessible. In addition, the task force began working on a request for proposals that will be distributed in 2011 to begin working on ICF's website of the future.

Management contract renewed

ICF has employed a management company to run the association's day-to-day operations since 2000. While the ICF Board of Directors sets overall policy and strategic direction for the organization, ICF's management company partners with ICF volunteer leaders to implement policies and directions. In 2010, ICF renewed its management contract with IMG (*Please note that the association's division was acquired by Associations International, LLC in March 2011*) and retained its professional staff, which has been in place since May 2005.



Graphic recording from a *Global Conversations* session at the ICF Annual International Conference.

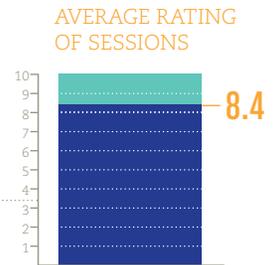


As part of this renewal process, a special taskforce was appointed to carefully review the performance of ICF’s management company and staff, review industry standards, and negotiate favorable terms for the ICF. Upon the completion of the taskforce’s review, it was clear that the ICF has made significant achievements by partnering with a management company, including:

- A dramatic growth in membership;
- Moving from a deficit to growing association financial reserves;
- Increasing the number of ICF Credential holders and ICF Accredited Programs;
- Commissioning global research studies;
- Opening ICF Regional Service Centres; and
- Increasing media coverage of the ICF and professional coaching.

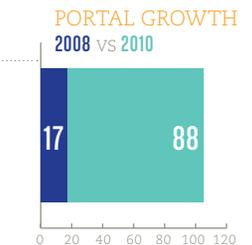
Record number of Virtual Education Sessions

A record number of complimentary ICF Virtual Education (VE) sessions were provided to ICF members throughout 2010. VE sessions offer members the opportunity for personal and practice development through presentations by guest speakers. ICF members attending these meetings are eligible for Continuing Coaching Education Units (CCEUs) to use in attaining or renewing an ICF Credential. In 2010, a total of 48 VE sessions were delivered, including sessions in English, French, German, Portuguese, and Spanish—a 55 percent increase in call volume over 2009. A total of 2,223 coaches participated in the calls and gave the sessions an average rating of 8.4 on a 10-point scale.



Growth in ICF Research Portal

Introduced in 2008, the ICF Research Portal, hosted on Coachfederation.org, has continued to grow and offer users beneficial information on professional coaching. Home to both ICF-commissioned research, as well as studies conducted by other groups, the global ICF Research Committee reviewed and approved 13 additional items for posting in 2010—bringing the total number of written reports, articles, case studies, and dissertations available to 88, including items in English, French, and Spanish. The portal also houses a collection of links to coaching journals, industry research, and other libraries.



The Research Committee will continue to review proposals from outside groups in an effort to further build the resources available through the portal.

Working with EMCC

As in previous years, the ICF continued to outreach and connect with other coaching organizations, such as the European Mentoring and Coaching Council (EMCC), on various undertakings. In 2010, the ICF and EMCC worked to develop a joint application for the purpose of submitting a request for recognition of self-regulatory nature of coaching by the European Union. The leadership of both ICF and EMCC met on a quarterly conference calls to discuss issues of coaching ethics, regulation, individual credentialing, and the accreditation of coach training programs.

MORE 2010 MILESTONES

Stakeholders surveys

Keeping in-line with the association's knowledge-based approach, several surveys were conducted throughout 2010 in order to take the pulse of ICF members on a variety of topics. Information collected from these surveys greatly assisted ICF's volunteer leaders and staff with a variety of projects and efforts.

ICF Product Awareness Survey—The overarching goal of the survey was to provide key quantitative benchmark measurements, as well as qualitative feedback, for a total of 44 products and services currently being provided by the ICF. Survey responses from 1,788 members provided information around the products and services that members were aware of, and their experiences and satisfaction with those products and services. The valuable knowledge collected from this survey fueled the work around several Committees and taskforces, including work by the Executive Committee, Marketing Committee, Credentialing and Program Accreditation Committee, Technology Taskforce, and staff.

Membership Relationship Survey—Members were invited to share their experiences and interactions with various branding touch points of the ICF. Responses will be used to help improve relations between members and areas of the ICF, including staff and chapters. Responses from 738 members shed light on member satisfaction with ICF Virtual Education, Special Interest Groups, ICF Chapters, and more. Following the survey, staff members conducted more than 50 courtesy calls to participants who indicated they were open to being contacted. These calls allowed staff to connect with members and learn more about their responses and reasoning.

Professional Development Survey—Findings from the annual ICF Professional Development Survey will help influence choices for educational offerings across all ICF delivery systems—from local ICF Chapter presentations to ICF Conference programming. Information provided by 410 members provided insight into hot topics in coaching, focus areas for developing coaching skills and business skills, as well as identifying popular subject matter experts.

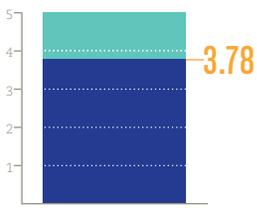
Minimum Eligibility Requirement Survey—Based upon feedback collected from members through ICF brand platform work, ICF's Board of Directors requested the global Membership and Community Committee to discuss possible membership eligibility requirements. To assist the Committee in their work, ICF members were invited to complete a survey and share their thoughts around this topic. Participants were presented with three options and asked which scenario they believed would be the most appropriate minimum eligibility requirement. Additionally, they could elect to select none of the scenarios and describe an alternative requirement. Of the 831 respondents, 47 percent believed ICF coach practitioner members should have completed training that was delivered by a provider which the ICF has recognized as an acceptable source for coach-specific training. Discussions around member eligibility requirements are scheduled to continue in 2011.

Nominating Committee

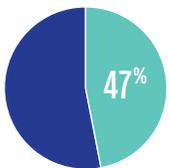
The global ICF Nominating Committee plays a crucial part in ICF's elections each year. This group of volunteer members is responsible for reviewing and interviewing ICF members who apply to serve on the Board. Upon completing their review, the Committee prepares a slate or list of proposed members to fill open seats on the following year's global Board of Directors.

For the 2010 elections, eligible ICF members were asked to apply to serve on the Nominating Committee, like other ICF Committees. In order to secure the diversity of the group, the Board maintained authority to also invite additional members to serve on the Committee. Previously, members of the Committee were not announced to the general membership until the slate of candidates was finalized. Now, under the revised policy, members of the Committee are announced upon confirmation of joining the Committee.

AVERAGE ICF
PRODUCT/SERVICE
SATISFACTION RATE



SURVEY
RESPONDENTS



FINANCIAL OVERVIEW

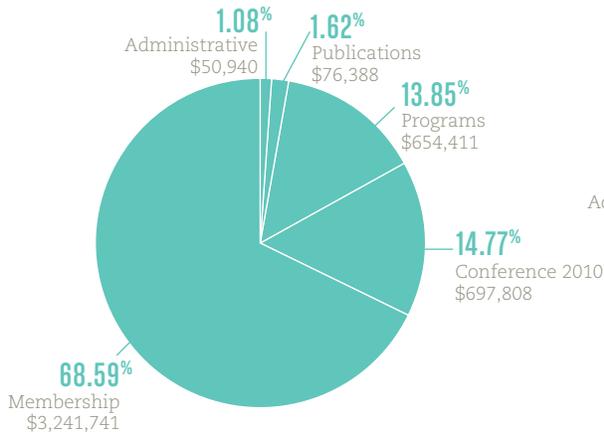
FISCAL YEAR 2011 (Ending March 31, 2011)

Pending Audit. All figures are shown in USD.

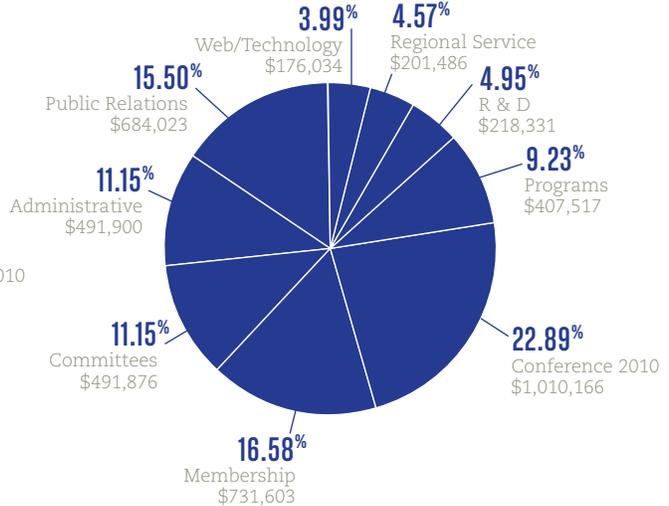
For the Fiscal Year 2011, the ICF realized net income of \$313,023.06 which becomes the annual contribution to reserves. With the projected net income, the reserve balance will become approximately \$2,471,212 pending any audit adjustments.

To insure financial stability and be appropriately prudent, the ICF needs to achieve a reserve equal to six months operating expenses. The desired amount is currently equivalent to \$2,500,000 and the organization is some \$28,788 short of the goal.

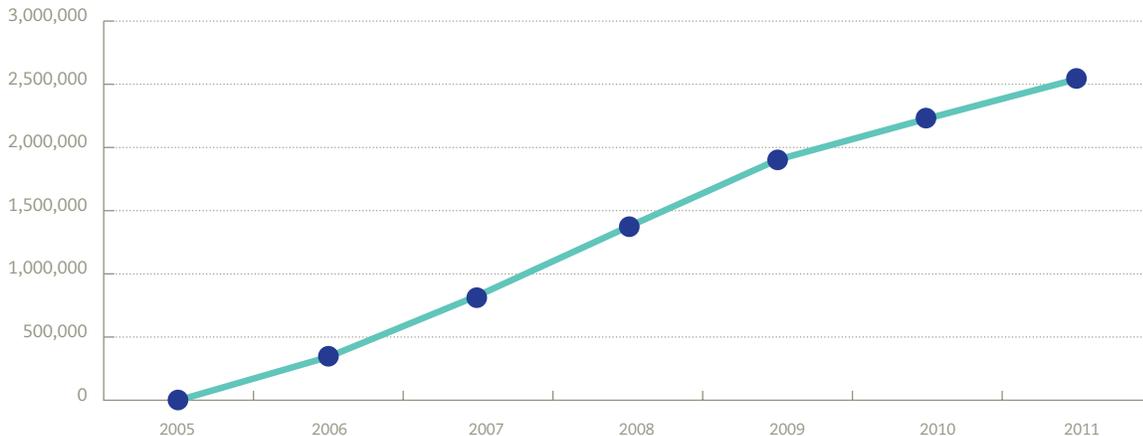
TOTAL REVENUE FOR FY2011:
\$4,725,958.71



TOTAL EXPENSES FOR FY2011:
\$4,412,935.65



RECENT GROWTH IN RESERVES: ICF YTD REVENUE COMPARISONS THROUGH MARCH 2011





The opportunities
for you to **contribute**
your **leadership**
skills are enormous!

**Celebrating *our Past and*
Looking Forward to *our Future Together***

As we celebrated our 15th anniversary throughout 2010, our global community took time to recall the many accomplishments that the ICF, the pioneering coaching organization, has achieved over the years.

Year after year, the organization extends its reach around the world—to coaches, coaching consumers, the media, and more. With our growth, we continue to work toward advancing the art, science, and practice of professional coaching throughout the world.

Everything the ICF has accomplished over the years is due to the dedication, passion, and inspiration of our global community—our members. As we look ahead toward the future, ICF will continue setting professional standards and raising the bar for the profession of coaching globally. With the help of our members, we will continue to strive to ensure coaching is an integral part of society in the years ahead.

There is still plenty to do—from demonstrating the impact coaching has on society to showing that ICF coaches represent the highest quality of professional coaching—as we continue to build the profession of coaching in all corners of the world. It is a great time to be a part of the ICF—the opportunities for you to contribute your leadership skills are enormous!

Thank you for being a part of our growing global community!

ICF Staff

EXECUTIVE MANAGEMENT

Gary E. Boyler, Executive Director
Magdalena Mook, Assistant Executive Director
Lori Mills, Administrative Assistant

CREDENTIALING

George Rogers, Director of Credentialing & Program Accreditation
Wesley Bullock, Programs Coordinator
Kristy Coates, Credentialing & Programs Training Coordinator
Angela Ferrell, Credentialing Coordinator
Sherrie Harvey, Credentialing Coordinator

MARKETING, PUBLIC RELATIONS & SALES

Ross Brown, Director of Brand Management
Ann Jarvis, Marketing Manager
Kristin Kelly, Marketing Coordinator
Amy Richardson, Marketing Coordinator
Jason Wallin, Account Executive

MEETING & EVENTS

Denise Stenzel, Director of Meetings & Events
Jackie Burton, Event Coordinator

MEMBERSHIP

Don Whittle, Director of Membership
Kyle Bohinc, Latin America Regional Service Centre
Isabelle Maes, EMEA Regional Service Centre
Fiona Toy, Asia-Pacific Regional Service Centre

RESEARCH & EDUCATION

Mark Ruth, Director of Research & Education
Sandy Stansfield, Manager of Research

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

IN MEMORIAM

Judy Santos, MCC

Founder of the Christian Coaches Network in 1998
 March 2, 2010

Diane Hetherington, MCC

Long-time ICF member and ICF Assessor
 September 28, 2010



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1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010