



President's Message *The Value of Membership*

I have been coaching since 2000. That year, I joined the ICF looking to be part of a global professional coaching organization, allowing me the opportunity to network with coaches from various niches and locations throughout the world. I found this and more through the ICF. My membership has been a valued asset, adding to and encouraging my growth personally and professionally.

In February, you should have received a membership renewal notice. I know why I choose to renew each year. Are you aware of all your membership has to offer?

My Top Three Reasons to Renew in 2008:

1. The ICF is a global organization with many opportunities! There are more than 14,000 other professional coaches from over 80 countries in the ICF – with over 150 chapters in 45 countries throughout the world.

- Building community and ongoing professional development - As a member, you can be part of many exciting communities for networking and professional development opportunities.

- Chapters - meet with coaches in your area of the world and participate in local and regional events.

- Special Interest Groups – join a SIG for deeper conversations, education and community with others who share your niche or interest.

- Leadership – Explore leadership or volunteer opportunities as an ICF member. There are opportunities for members to contribute as a volunteer locally and globally with ICF Chapters, Global Committees, Task Forces, at Conference or on the Global Board of Directors.

2. Member discounts on products and services. ICF members receive valuable discounts on applying for the ICF Credential, registration fees at the ICF Annual International Conference, at ICF regional and local events, and on products and services offered by ICF Resource Partners and more.

3. Access to various coaching materials at your fingertips.

The ICF is constantly striving to add-to, update and make available to members valuable information through the members-only section of the ICF Web site, the monthly electronic ICF newsletter, *Coaching World*, the new and richly informative Research Portal set to launch this month, various member updates, and on the ICF Online Community which contains several resources, including a marketing and public relations toolkit.

**Renew Your
Membership
Today**

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Executive Director Notes *An Organizational Transformation*

The ICF leadership is clearly focused on the future as it continues to grapple with strategic imperatives in order to surmount a variety of challenges and capitalize on seemingly innumerable opportunities.

Consequently, the organization is undergoing a metamorphosis of sorts. This evolution will result in an entity which is consistently focused on value, exceptionally nimble, committed to member satisfaction and recognized for building productive and meaningful relationships based on trust.

There is also a deep commitment to improving the ICF's existing infrastructure in order to enhance overall quality and service delivery. It is a necessary step in the fortification of a firm foundation which enables us to realize the vision outlined in the strategic plan.

It includes considerable changes to the processes and procedures involved with the credentialing program, currently being deliberated by the Credentialing and Accreditation Committee. A substantial amount of time is being devoted to effectively provide the capacity to meet the growing demand for the ICF's three global certifications in the short term while simultaneously moving towards compliance with the International Standards Organizations (ISO).

Additionally, the Board of Directors has identified program accreditation as a mega issue in 2008. Interim enhancements are to be considered by the Board this month followed by the presentation of a white paper on the subject at their meeting in June.

These are but two demonstrations of ICF's flexibility in addressing more immediate concerns and at the same time concentrating on prioritized strategic initiatives. A somewhat delicate balance is being maintained between these two distinct areas of focus. Both are equally important and in need of vigilant oversight.

The ICF is concurrently being transformed at almost every level. Globalization continues unabated. Membership is maintaining impressive growth levels. The proposed Fiscal Year 2009 budget encompasses investments of not only an ongoing nature but those with far reaching effects in the future as well.

Change is inevitable and constant in such a dynamic organization. Knowledge-based decision making enables the ICF to be proactive, creative and embrace innovation while empowering us to manage progress in the most effective and beneficial manner.

With the ongoing dedication, commitment and resolve of both our elected and appointed volunteer leadership, the ICF is destined to be unquestionably recognized as the most influential, global advocate of the coaching profession.

It is truly an exciting time to be part of the ICF and an opportunity to participate in shaping our collective future.

Cordially,
Gary E. Boyler
ICF Executive Director

The Impact of Credentialing: Evidence from the *ICF Global Coaching Study*

**A Webinar focusing on
Credentialing Findings
March 13, 2008**

During late 2006, the ICF commissioned PricewaterhouseCoopers to complete the *ICF Global Coaching Study*. This landmark survey was completed by more than 5,000 coaches from over 70 countries across the globe. Included in this data were the responses from over 1,500 non-ICF member coaches.

The Impact of Credentialing: Evidence from the *ICF Global Coaching Study* presentation will bring into focus evidence from the study pointing to a potential rise in credentialing across the globe. This data will be analyzed by several respondent categories, including: geographical region, ICF member status and leading coaching specialty.
Date: Thursday, March 13, 2008
Time: 5 p.m. (New York), 10 p.m. (Paris), 21:00 GMT; *Friday, March 14:* 5 a.m. (Hong Kong)
Duration: 60 minutes
CCEU: 1.0 in the area of Other Tools and Skills

Webinar login/participation instructions are available on the ICF Web site.

Request for ICF Credential Testimonials

***Why are you working toward or
renewing your ICF Credential?***

The ICF invites coaches to comment on either why they are working towards earning an ICF Credential or why they plan on renewing their ICF Credential.

To make a comment regarding your ICF Credential, please send an e-mail to ICFpr@coachfederation.org. By submitting a testimony, you grant the ICF permission to use your name and statement for promotional purposes. Statements may be edited for space and clarity in some instances.

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Speaker Presentation Proposals Wanted for 2008 ICF Conference

ICF members and non-members who have new and innovative information to share with the coaching community are invited to present proposals to speak during the 2008 ICF Annual International Conference in Montréal, Québec, Canada.

Approximately 1,700 attendees from around the world are expected to attend the event, November 12-15, 2008. Proposals will be accepted through 12:00 noon ET/16:00 GMT, March 28, 2008. For more details, view the complete Request for Proposal.

The ICF envisions a conference that is increasingly global and diverse - a conference that will challenge, provoke, and stretch both the thought and practice of every coach who attends. View RFP.

Please share this information with colleagues you feel might be interested in participating in this year's ICF Annual International Conference. A link to the complete Request for Proposal is available on the home page of the ICF Web site.

ICF Resource Partner Teleforum

March 26 - AudioAcrobat

In addition to discounts and special offers on goods and services, ICF Resource Partners also regularly host free educational teleforums for ICF members.

These calls are recorded for members who are unable to attend. Information on upcoming calls, as well as recordings of past calls, can be accessed by visiting the ICF Resource Partner page of the ICF Web site.

March 26, 2008 - AudioAcrobat - Join ICF Resource Partner AudioAcrobat for their presentation entitled How to Monetize your Media: Techniques to make Cash with your Audio and Video Productions.

Time: 1 p.m. (New York), 6 p.m. (Paris), 17:00 GMT; *Thursday, March 27*: 1 a.m. (Hong Kong)

Bridge line: +1.212.457.9879, Pin: 872449

During this presentation, representatives from AudioAcrobat will cover the following areas:

- How a "teaser" works;
- How to profit from download links; and
- How transcribed audios make money.

Special Interest Group News

ICF Special Interest Groups (SIGs) give members the opportunity to connect with other coaches who have similar interests or goals and share best practices, challenges, and new ideas. SIGs provide community, leadership, understanding, and enthusiasm. ICF members throughout the world are eligible to participate on all SIG calls at no additional cost.

Generally, SIGs meet once per month. For a list of SIGs and call schedules, visit the SIG page on the ICF Web site.

New SIG - A new SIG, the Leadership Coaching SIG, will begin meeting on April 3. This group will focus on Leadership Coaching skills, tools, books, business development and personal development. For more information, visit the ICF Web site.

Continuing ICF Conference Education 2007 Speakers Invited as Coaching World Guest Writers

Various speakers who presented at the 2007 Annual International ICF Conference were invited to submit articles to include in the *Coaching World* newsletter. These articles will be included in the newsletter starting with the April issue of *Coaching World*.

Each article will be on the same topic that presenters focused on at the 2007 conference and will include take-away points for readers who may not have attended the speaker's conference presentation.

New Additions to the ICF File Library

Marketing and Public Relations Presentation to be Posted

In addition to the latest ICF Fact Sheet, the ICF Headquarters' File Library, available on the ICF Online Community, contains several items for ICF leaders and members to use in promoting the ICF and the profession of coaching.

Download PDF instructions on how to reach the ICF Online Community file library for ICF Headquarters.

Recently, ICF Chapter leaders were invited to a webinar entitled Public Relations Tools & Tips, presented by ICF media consultant Peter Kerr. This presentation included information on topics such as preparing media messages, creative public relations, preparing press releases, tips for online newsrooms and much more.

Both the presentation slides and a link to an audio recording of the presentation are available to all ICF members in the ICF Headquarters' File Library. These items are only available until March 26, 2008.

ICF in the Media

According to the service that ICF Headquarters uses to track media coverage, 178 articles on coaching and the ICF were reported from the United States and the World Wide Web in February 2008. Publications included Reuters, Excite.com and Yahoo Finance. The ICF was specifically cited in 99 of 178 articles in the report.

Based on available circulation figures, over 33 million people were potentially exposed to coaching last month (nearly 18 million were potentially exposed to the ICF). Of the 99 clips that mentioned the ICF, 38 percent mentioned the ICF Credential.

What the Media Had to Say...

A large majority of the coaching clips in February dealt with business-related issues: Career Coaching, businesses utilizing coaching (how to find one, etc.), and coaching program commencements – these included columns written by coaches. Another proportion of articles provided people insight on Life Coaching (specifically on lifestyle changes and how to find a coach), and there were a few articles on maintaining New Years' resolutions. Program accreditation is a growing topic of discussion in these articles. Other articles highlighted local coaching events and niche coaching stories (lifestyle fitness, parenting and relationships).

Questions From the Media...

The following are actual questions received from the media by ICF Headquarters and abbreviated responses.

- How many coaches are there and how fast is the profession growing? Based on the *ICF Global Coaching Study*, conducted by PricewaterhouseCoopers, we conservatively estimate that there are 30,000 coaches globally. The ICF had 2,100 members, mainly based in North America, in 1999. Today, we have over 14,000 members in nearly 90 countries, so the profession is growing strongly.

- Are there only "Life Coaches?" Many times coaching will contain a life focus, but there are many coaching specialities, including Executive Coaching, Leadership Coaching, Career Coaching, Parent Coaching, etc.

In order to better track media coverage, the ICF requests that members alert us when they see the ICF mentioned in the media. This is particularly important to better track coverage outside of North America, in consumer magazines and TV coverage. Please send information of ICF coverage to icfpr@coachfederation.org.

ICF Research Portal Launches

The ICF Research Portal serves as an access point to a broad array of resources about coaching research. This portal has been designed to feature topical coaching industry research that is available to users in many different formats, such as: Articles, Case Studies, Journals, and Reports. Should users of the ICF Research Portal be unable to find any items from within the current portal archive which satisfy their search for coaching research, a Links page has been included which includes a listing of other coaching industry repositories.

More information on the ICF Research Portal, including details on how to submit items to include in the portal, is available on the ICF Web site.

ICF Web site Hot Links

Click on the below links to go directly to that section of the ICF Web site.

ICF Research Portal

The newly updated ICF Research Portal serves as an access point to a broad array of resources about coaching research.

ICF Membership Renewal

If you haven't already, renew your ICF membership today.

ICF Calendar of Events

See upcoming event information. Chapters and SIGs can post details on upcoming calls and meetings here. Contact Don Whittle at don.whittle@coachfederation.org for directions.

ICF Shopping Cart

View items available for purchase such as the *ICF Global Coaching Study*.

Guest Writers and Stories of Success Wanted for *Coaching World*

Did you read Steve Mitten's article in the December 2007 *Coaching World*? Do you have something to share with the ICF membership? ICF Headquarters is accepting submissions from subject matter experts to include in upcoming issues of *Coaching World* at ICFpr@coachfederation.org. Please note that submissions are subject to editing.

Articles discussing growing the value and impact of coaching, using coaching in new areas/ways, information on pro-bono/social responsibility projects, awards/recognitions, and articles that discuss how to grow your coaching business are welcome for consideration. ICF Chapter and SIG news and event information is also welcome.

March Virtual Community Educational Offerings

The ICF Virtual Community (VC) offers ICF members learning and networking opportunities in addition to what their local ICF Chapter offers. ICF members attending these meetings are eligible for CCEUs.

ICF VC Dial-in Information

Bridge line: +1.212.457.9879, Pin: 622186#

To mute/un-mute: Press * (star) 1.

Date: March 10, 2008

Time: 6:30 p.m. (New York), 11:30 p.m. (Paris), 22:30 GMT; *Tuesday, March 11:* 6:30 a.m. (Hong Kong)

Length: 1 hour

Program Title: Beyond One-to-One: A Model for Coaching Teams with Impact

Presenter: Paul Sherman

CCUE: 1 in Core Competencies

As an emerging niche within our profession, Team Coaching is growing rapidly around the world. Organizations want to maximize impact and more and more they are focused on the team as the leverage point for change. Paul Sherman is an internationally recognized coach and trainer who will share his experience and insight in this growing market.

This session will provide:

- An understanding of the similarities and key differences between Individual and Team Coaching;
- A coaching model for working with teams that builds on strengths; and
- The essential Team Coaching competency: working with the team as a living, dynamic system—not a collection of individuals.

Team Coaching is a way to leverage your skills, and passion to make a difference. This interactive session will give you a map to follow.

Date: March 20, 2008

Time: 2:30 p.m. (New York), 7:30 p.m. (Paris), 18:30 GMT; *Friday, March 21:* 2:30 a.m. (Hong Kong)

Length: 1 hour

Program Title: LeaderSpeak: Coaching to Sustainable Leadership Success

Presenter: Dr. Lucia C.R. Murphy

CCUE: 1 in Core Competencies

Can you create meaningful “leadership” success in the real world? Yes! Learn a practical and proven process to draw your clients toward their innate leadership genius and make success sustainable.

Research suggests that small changes in perception can yield watershed shifts in an individual’s inclination for and achievement of success. This is especially true for leaders –whether in corporate, nonprofit, educational or community thought leaders – whose ideas activate themselves and those they serve. The key to sustainable success, then, is to release the lynchpin ideas that prompt our clients to wholly step into their leadership potential.

Based on the processes found in Dr. Murphy’s book, *LeaderSpeak: 7 Conversations that Create Sustainable Success*, this is the wildly successful approach has been endorsed by individuals and organizations alike because it works!

ICF Online Community Training Webinars



ICF Headquarters hosts regular 45-minute webinars which will cover how to navigate and use the ICF Online Community. Learn how to customize the application and use it to communicate with ICF leaders and members.

ICF Chapter/SIG Leader Webinars

Chapter leaders and SIG hosts have special administrative rights over individual areas of the ICF Online Community. ICF staff will demonstrate how to utilize the system to share materials and communicate with members during ICF Chapter/SIG Leader webinars and answer participant questions. Upcoming webinar dates include:

- Wednesday, April 16, 2008: 9 a.m. (New York), 3 p.m. (Paris), 9 p.m. (Hong Kong), 13:00 GMT

ICF Member Webinars

ICF members can use the ICF Online Community to find event information, communicate with other members and stay up-to-date on ICF news. ICF staff will demonstrate how to perform these tasks during ICF Member webinars and answer participant questions. Upcoming webinar dates include:

- Thursday, April 17, 2008: 9 a.m. (New York), 3 p.m. (Paris), 9 p.m. (Hong Kong), 13:00 GMT

Login/participation information, including webinar login information, for ICF Online Community training sessions is available on the ICF Web site..

ICF Chapter News & Events

UK ICF Chapter

The UK ICF Chapter has a number of presentations and professional development events planned throughout 2008. Please visit www.coachfederation.org.uk for details. Programming for 2008 includes the following:

March 12, 2008 - Professional Development, as part of the Business and Practice Development Series, invites you to explore *Creating a Successful Coaching Practice* – a personal story. This is a tele-discussion with Philip Brew, MCC. For more information or to register, please visit <http://www.coachfederation.org.uk>.

March 19, 2008 - Professional Development, as part of the Mastery in Coaching Series, presents *Coaching on Your Doorstep - Masterful Coaching in Action*. This is a tele-demo with Sabine Henrichfeise, MCC. For more information or to register, please visit <http://www.coachfederation.org.uk>.

UK Coaching Bodies Roundtable Produce the First UK Agreed Statement of Shared Professional Values

A major breakthrough in the coaching industry recently occurred when key professional coaching bodies in the UK, including UK ICF, the AC and the EMCC, signed an agreed *Statement of Shared Professional Values*.

The *Statement of Shared Professional Values* gives all buyers of coaching services a clear frame of reference for the ethical requirements surrounding good quality coaching. The Statement, which synthesizes the best ethical practice of all the professional bodies, was drafted by Robin Linnecar of Praesta.

“This agreement clearly shows how the main professional coaching bodies are working together to build coaching standards and the coaching profession in the UK. It’s an important first step on a journey that will benefit all professional coaches and everyone they work with,” said Neil Scotton, ACC, President of the UK ICF Chapter.

“We are excited by the possibilities that lie ahead for the Coaching Roundtable. The Statement of Shared Professional Values hallmarks the success of how we have evolved as a group – one that is collaborative and coach-like, working towards a common aim,” says Katherine Tulpa, Chair of the Association for Coaching (AC).

View statement.

ICF New England Chapter

March 24, 2008 - The New England Chapter is conducting a teleclass with Stephan Melanson entitled *Positioning and Verbal Branding*. For further information or to register, visit <http://www.icfne.org>.

June 2008 - The New England Chapter is delighted to present a half day workshop entitled *Cultivating a Powerful Coaching Presence*. The leader for this very special Master Spotlight Series event is Tom Stone. Stone was Thomas Leonard’s last personal coach. For further information, call +1.508.839.4625 or visit <http://www.icfne.org>.

ICF Houston Chapter

As part of their Successful Coaches Series, the ICF Houston Chapter welcomed Ginger Cockerham, MCC and ICF Board of Directors Vice President, to present at a February event. Included in the well-attended presentation, Cockerham led a live group coaching demonstration and presented updates on ICF Global.



Submit Your Chapter News and Event Information

ICF Headquarters encourages all ICF Chapters and SIGs to submit their news to include in ICF's monthly newsletter. We urge you to share stories and photos of successful events, best practices and news of community involvement projects with other ICF members. Submissions of 500 words or less can be forwarded to ICFpr@coachfederation.org.



Columbia Business School

The Columbia Coaching Certification Program

TEACHERS COLLEGE COLUMBIA UNIVERSITY

www.tc.columbia.edu/coachingcertification

President's Message Continued...

Are you interested in how your membership dues are used? Take a look:

Administrative – 20 percent - These are the fees related to the day-to-day activities of running a global association, such as the staffing, insurance and legal fees, office supplies, and president's stipend.

Committees – 19 percent - These are fees related to the work of the Board of Directors and all other ICF Global Committees, including: travel, phone charges, printing, awards, cost of meetings, etc.

Membership – 22 percent - These are fees related to servicing all members and ICF Chapters, including: processing fees and charges, postage, credit card fees, printing, membership rebates for eligible ICF Chapters, etc.

Research and Development – 13 percent - These are fees related to ICF research initiatives, such as the upcoming client study that ICF is commissioning in 2008 and the *ICF Global Coaching Study*.

Web/Technology – 6 percent - These are fees related to maintaining the Web site and the ICF Online Community.

Marketing/Public Relations – 20 percent - The ICF is working to be the voice of the coaching profession. These are fees related to all marketing and public relations activities, including: media tools, printing, media training, member Webinars, etc.

This information gives you an overview of how your membership fees are utilized. I urge you to renew your membership with the ICF this month, if you haven't done so already.

This is a wonderful community of professionals! It is through members like yourself that the ICF is able to continue to advance the art, science and practice of professional coaching throughout the world. Thank you for your continued support of the ICF!

Sincerely,
Diane Brennan, MBA, MCC
ICF President

Reach Coaches Around the World

**Contact the ICF for *Coaching World* and
Coachfederation.org advertising
information today and start promoting
your product or service to over 13,000
ICF members.**



ICFpr@coachfederation.org

International Coach Federation

ICF Needs Assistance for Upcoming Client Research Initiative

The ICF will be conducting a comprehensive Client Study during 2008. Currently, proposals from several global research firms are being reviewed. A research firm will be selected in early 2008.

In order to assist the selected firm in gaining access to the largest and most globally representative sample of individuals who have experienced coaching in their lives, the ICF is committed to doing everything within its power to augment the database of clients who will agree to participate in this study.

Several ICF local and regional chapters have expressed interest in contributing to the creation of this overall database of client e-mail addresses. Therefore, the ICF would now like to extend the invitation to all ICF members. Any client e-mail addresses that you can provide to the ICF will assist the association in its "pre-screening" efforts that are necessary to gauge interest levels for client participation in this future study.

All coaching clients who are contacted during this preliminary screening effort will have the opportunity to "opt out" of the study and avoid any further contact by the ICF regarding the matter. As a reminder, the e-mail address for any coaching client who does agree to participate in the study will remain strictly confidential and will not be used for anything other than the completion of this research. To assure the clients of their identity protection, any individual who is contacted during the pre-screening process for this study will be informed of all safeguards that will be in place to ensure that their identities will remain anonymous.

More information concerning the client e-mail collection process will be made available in April.

If you would like to assist the ICF and provide access to the e-mail addresses of any individuals in your area who have experienced coaching in their lives, please forward a list of those e-mail addresses to ICF Research and Education Manager Mark Ruth at mark.ruth@coachfederation.org.

ICF Runs Advertisement in European CEO Magazine

The March/April issue of European CEO will include an ICF advertisement. This ad features Deloitte, a 2007 International Prism Award winner, and focuses on the benefit of coaching to businesses. The ICF hopes to run additional ads throughout 2008, focusing on a variety of themes, including the benefit of coaching and coaching credentials.

Professional coaching delivers
Impressive Business Results and **Documented ROI**

“Our coaching programs help us give our people the personal attention they need as it relates to their development. Coaching is a requirement of a high-performing organization. In short, the results are tangible — superior quality client service, retention of top performing talent and highly satisfied clients.”

Barry
Barry Salzberg, Chief Executive Officer
Deloitte LLP

Deloitte
2007 International Prism Award Winner


International Coach Federation
Advancing the Art, Science and Practice of Professional Coaching

Many companies around the globe are achieving strategic business objectives through professional coaching.
Documented results include: Improved Employee Retention, Increased Product Quality, Higher Employee Satisfaction, Leadership Development, Team Building and Conflict Reduction.
Learn more about professional coaching at www.coachfederation.org.

ICF Resource Partner Overview

ICF Resource Partners have joined with the ICF to present special offers exclusively for ICF members. The ICF urges all members to support these companies. Current partners include:

ACCPOW – offers coaching articles, tutorials, interviews, success stories, case studies and software

AudioAcrobat – offers Web-based audio recording and publishing services

AuthorHouse – offers book publishing for coaches

CertifiedCareerCoaches.com – offers a Web site dedicated to putting clients in contact with Career Coaches

choice, the magazine of professional coaching – offers a discounted subscription fee

ICB - offers Long Term Care Insurance

Professional DynaMetric Programs – offers online coaching assessments and services

The Coaches Console – offers an online management system

Midwest Teletron - offers telephone headsets

Staples - offers office supplies

Web Power Tools - offers a do-it-yourself system to build a professional marketing Website for your practice

Westminster Indemnity Ltd – offers personal indemnity insurance

View more information on ICF Resource Partner offerings.