

**A Webinar for ICF Volunteer Leaders**

**April 9, 2019**

**With Magda Mook, ICF CEO,  
and Jean-Francois Cousin, Global Chair**



# Boldly leading the Future of Coaching and delivering growing Value to our Members

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# Our Vision

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

# Bold Steps to shape the Future of Coaching

- Building on a strategic goal added in January 2017:  
*“ICF develops and progresses plans to expand the scope and influence of the organization.”*
- Anticipating and acting on future needs
- Continued evolution into an organization for coaches *and* for **coaching**

# Additional Value for ICF Members

- More industry research
- More professional development
- More networking
- More evidence of credibility
- More job opportunities

## How We'll Get There

- Creating new organizations (family organizations), each with a unique focus and dedicated board and staff
- Board and team members within the expanded ICF to coordinate family organizations' activities, keep them working together smoothly and accelerate movement toward our vision
- Welcoming new stakeholders while remaining **One ICF** — *the* organization for coaches and coaching

# Next Steps

- Establishment of a Thought Leadership Institute
- Exploring offerings for businesses and organizations
- Unique identities for Credentialing and Accreditation
- Expanding activities of the Foundation
- Additional value for ICF Members

# Thought Leadership Institute

- Create and influence the future of coaching
- Interaction between diverse stakeholders
- Potential outputs: white papers, research reports, journal publications, events



# Businesses and Organizations

- Inspire and enable organizations to develop their capacity for coaching as a mindset, skillset and culture
- Expanding the market for coaches in orgs
- Standards for managers/leaders using coaching skills

# Credentialing and Accreditation

- Aligned with best practices for credentialing and accreditation orgs
- ISO recognition
- Potential for new opportunities, products and services

# ICF Foundation

- Accelerating and amplifying impact on social progress through coaching
- Move from awareness to action
- New opportunities for coaches and coaching in the nonprofit world

# Benefits for ICF Members

- Support to continue driving innovation and leading the future of coaching
- New opportunities for professional development, networking, collaboration and business development
- A voice in the process via the Regional Leadership System

# What Won't Change

- Remaining a nonprofit, volunteer-driven
- Maintain our focus and resources toward providing outstanding service for volunteer leaders and members
- Personalized, memorable experiences
- Commitment to remaining ONE ICF and working in partnership to pursue our bold vision
- It's change that works for you rather than make more work for you

# What's Ahead

- Several exciting announcements ahead
  - Chapter Leaders in first wave of communications
  - Members in second wave (email on April 17<sup>th</sup>, webinars on May 10<sup>th</sup> and 13<sup>th</sup>/14<sup>th</sup>)
  - Tools, resources and support for you
- Opportunities for Volunteer Leaders to contribute

# Staying Up to Date

- Your first point of contact: your Regional Support Team
- Monthly emails
  - Chapter Leader Update (first Monday)
  - Member Update (third Wednesday)
- Communications through the Regional Leadership System

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