

ICF 2021 Brand Rollout: Frequently Asked Questions

Last updated 11/19/20

Did ICF change its name? If so, why?

When ICF was founded in 1995, its purpose was to give credibility to an emerging profession and give coaches a place to connect with one another.

Today, ICF is the world's largest organization of professionally trained coaches, and we are the leading voice for the global coaching community. Together, we are pursuing a powerful vision: ensuring that coaching is an integral part of a thriving society and that every ICF Member represents the highest quality of professional coaching.

In 2020, ICF celebrated 25 years of serving the coaching profession. That same year, we changed our name from the International Coach Federation to the International Coaching Federation. This change marks our transition to a new way of serving coaches, coaching clients, our communities and the world.

What does this new approach mean for ICF?

ICF's vision remains the same: to ensure that coaching is an integral part of a thriving society, where every ICF coach represents the highest quality of professional coaching. It's the scale that has changed: ICF has now evolved to become the global organization for coaches and coaching. ICF is leading the future of the coaching profession, and creating more value for ICF Members.

Did ICF split off into multiple units?

To accelerate the achievement of our vision, ICF has evolved from one single organization to a federation of six family organizations living under the ICF banner, each with its own dedicated board and resources:

- ICF Professional Coaches
- ICF Credentials and Standards
- ICF Coach Training
- ICF Foundation
- ICF Coaching in Organizations
- ICF Thought Leadership Institute

The International Coaching Federation (ICF) is the parent/umbrella organization for the six family organizations, and provides strategic direction for and coordination of the complete ICF ecosystem.

Some of these family organizations sound familiar. How do they relate to the pre-transition version of ICF?

Four of these family organizations are based on work that was previously happening within ICF:

- **ICF Professional Coaches:** the membership organization for trained, professional coach practitioners. This family organization most closely aligns with what was ICF was before the transition.
- **ICF Credentials and Standards:** the body that oversees and manages credentialing of individual coach practitioners. This family organization most closely aligns with what was the ICF Credentialing department.
- **ICF Coach Training:** the body that oversees and manages accreditation and approval of coach-training providers. This family organization most closely aligns with what was ICF Training Program Accreditation.
- **The ICF Foundation:** the nonprofit/philanthropic arm of ICF. This organization launched more than 15 years ago, and will continue its work as an ICF family organization.

The remaining two family organizations are entirely new:

- **ICF Coaching in Organizations:** a new organization specifically for businesses and organizations that use coaching. By expanding our influence in organizations, we will enhance the market for ICF coaches and lead the way in setting high standards for managers and leaders using coaching skills.
- **ICF Thought Leadership Institute:** the goal of this family organization is to create and influence the future of coaching. It facilitates interaction between innovators, researchers, technologies, venture capitalists, press and influencers to build and maintain the most comprehensive and highest-quality body of knowledge on the art and practice of coaching.

I saw the acronym ICF GE or ICFGE somewhere. What does this stand for?

This is an internal acronym referring to the primary ICF organization, which is the parent/umbrella organization that contains the six family organizations. GE stands for “Global Enterprise.” Publicly, this organization is simply the International Coaching Federation or ICF.

How will the new ICF be expressed visually?

We’re excited to premiere a bold new visual brand for ICF in 2021 that will feature and differentiate each of the six family units.

When will the new brand go live? Where will I see it?

The new brand will launch publicly on Monday, January 11, 2021. You will be able to see the new brand on the ICF website, as well as our social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube).

What’s new or different on the ICF website?

- 1) Our primary/official web and email domain will change from coachfederation.org to coachingfederation.org. Coachfederation.org will still function, and will redirect to the new domain.
- 2) The website will now feature dedicated sections for each of ICF’s six family organizations, accessible from the homepage and through the site’s top navigation.
- 3) The visual theme on the website will be updated to match the new ICF brand.

Does the expansion mean that ICF Members and Chapters are now less important?

Definitely not! We’re committed to keeping the needs of ICF Members at the heart of all we do. As a result of this expansion, we will be able to provide ICF Members and Chapters with access to new opportunities for learning, networking, collaboration and business development.

Should I start calling myself an ICF Professional Coaches Member instead of an ICF Member? Is my ICF Chapter now an ICF Professional Coaches Chapter?

Although ICF Members and Chapters do now live within the ICF Professional Coaches family organization, they will still be referred to as ICF Members and ICF Chapters.

Is my ICF Credential now an ICF Credentials and Standards Credential?

Although the ICF Credential does now live within the ICF Credentials and Standards family organization, it will still be referred to as the ICF Credential.

When will I receive my new Chapter logo and graphics?

Chapter logos and graphics will go out as part of a dedicated email to Chapters on November 23, 2020. Chapters will also receive the all new ICF Brand Manual as part of their package, which now includes a dedicated section for ICF Chapters. Feel free to start working on redesigning your website or creating new business cards, but **please do not use any of the new branding until we all make the shift on January 11, 2021.**

I lost the link to download my chapter logo and graphics. Can you send it to me again?

The page to download your ICF Chapter graphics is coachingfederation.webdamdb.com.

What financial resources is ICF providing to Chapters for this change?

To help you transition to the new branding, ICF will be providing a marketing stimulus of \$700 USD per ICF Chapter. All **compliant** chapters will receive this marketing stimulus. The additional stimulus funds will be included with the December 2020 chapter rebates or chapter development funds. This amount will be processed in December 2020 by ICF finance. Receipt of payment is dependent on how quickly each chapter's bank clears the funds.

When should I update my Chapter website and social media?

Chapters should not publicly update any materials until January 11, 2021, but can do so any time on or after January 11.

How long do I have to update my chapter website and branding?

The deadline for full compliance with the new branding is April 1, 2022.

My chapter's web domain contains the words "Coach Federation" (e.g., coachfederation.org.uk, coachfederation.de). Does my chapter need to update its domain name to "Coaching Federation" or "ICF"?

Yes, since the organization's name has changed to International Coaching Federation, all chapter website that currently have "Coach Federation" in their domain name should update their domain to read "Coaching Federation" or "ICF". You can maintain the original/current domain and it can still point to the website, but the primary/official domain should match the new organization name ("Coaching Federation" or "ICF").

If you have further questions about this process, please reach out to ICF Professional Coaches Regional Development Manager Isabelle Maes at isabelle.maes@coachingfederation.org.

My chapter's web domain does not currently reference ICF in any way. Does my chapter need to update its domain name to include "Coaching Federation" or "ICF"?

Yes, all chapter web domains should contain either "Coaching Federation" or "ICF". As mentioned above, you can maintain the original/current domain and it can still point to the website, but the primary/official domain should include "Coaching Federation" or "ICF".

How long do I have to update my chapter website's domain name?

The deadline for full compliance is April 1, 2022.

Will there be any webinars or calls to discuss the upcoming changes?

Yes! Please keep an eye on the monthly Chapter Leader Update for news on webinars and dates.