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

By 2019, ICF had become the world’s largest organization of professionally trained coaches and the leading voice for the global coaching community.

To continue leading boldly, in March 2019 ICF announced our next, bold steps toward the future.

This announcement marked the culmination of two-years of strategic planning conversations focused on expanding ICF’s scope and influence to accelerate movement toward making coaching an integral part of a thriving society. To this end, we committed to:

- Establish a dedicated thought leadership body
- Expand the activities of the ICF Foundation
- Create offerings for organizations and corporates building coaching cultures
- Explore separations of the Credentialing and Program Accreditation functions

In 2019, we honored these commitments by laying the foundation for a new ICF to launch in January 2020: the International Coaching Federation.

This is more than a new name. It’s a new way of serving coaches, coaching clients, our communities and the world. The new ICF is poised to be the global organization for coaches and coaching, with more opportunities than ever for coaches to engage in the ICF ecosystem.

*Together, we are meeting challenges and embracing opportunities by leading ICF, the coaching profession and the world boldly into the future.*
VISION STATEMENT
Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

MISSION
ICF exists to lead the global advancement of the coaching profession.

VALUES
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.

2019 STRATEGIC GOALS

- **Develop**: Leverage the ecosystem to boost members’ professional growth for impact and confidence
- **Connect**: Provide a sense of belonging through an integrated community
- **Influence**: Position ICF coaches as the gold standard
- **Lead**: Enhance volunteer leaders’ capacity-building
A global celebration.

2019 marked the 20th anniversary of International Coaching Week (ICW).

From April 29 – May 5, 2019, ICF Chapters and coaches celebrated ICW 2019 by offering a variety of activities and pro bono services in their local communities to share coaching’s positive impact and allow people to experience the transformative power of coaching.

- **100+ participating** ICF Chapters
- **600+ events**
- **236 media mentions** in 27 countries and territories
- **52,600 Facebook users reached** via ICW 2019 event page

WATCH VIDEO
TOTAL ICF GLOBAL MEMBERS

35,594 (+6%)  
(as of December 31, 2019)

Top 10 Countries by Membership

USA: 13,888  
Canada: 3,194  
United Kingdom: 2,309  
Australia: 1,333  
France: 1,147  
Italy: 816  
Spain: 808  
India: 623  
Germany: 597  
Brazil: 553

REGIONAL MEMBERSHIP BREAKDOWN

North America
17,092 (+8%)

Western Europe
8,516 (+8%)

Eastern Europe
1,893 (+0.5%)

Asia:
3,075 (+1%)

Latin America and the Caribbean
1,793 (-8%)

Middle East and Africa
1,622 (+13%)

Oceania
1,603 (+1%)
CHARTER CHAPTERS: 104
CHAPTERS: 37
REGIONAL CHAPTER BREAKDOWN:

North America: 56
Latin America and the Caribbean: 15
Western Europe: 17
Asia: 20
Eastern Europe: 15
Middle East and Africa: 15
Oceania: 1
We asked. You answered.

We’ve done the research and read the statistics. It’s clear, the coaching profession is evolving and it’s our duty to actively reflect the dynamic changes in our landscape and to align with global best practices for professional certification bodies.

More than 1,300 coaches provided input via our survey to identify the key knowledge, skills, abilities and tasks for effective coaching. The evidence we collected represented a diverse range of coaching disciplines, training backgrounds, coaching styles and experience levels.

No other coaching certification body has undertaken this level of research.

Your input ultimately birthed the updated ICF Core Competency model, which we released in late 2019. Using this model, we have not only been able to reflect current best practice in coaching and the skills that coaches are using to make a difference, but we continue to bring life to the core competencies and to the coaching profession itself.
## Credentialing

### 29,803 (+10%)

**Credential-holders**

*(as of December 31, 2019)*

- **ACC: 17,229** (+5%)
- **PCC: 11,394** (+16%)
- **MCC: 1,180** (+16%)

**Total ICF Credential Applications: 6,800 (-13%)**

*Due to several policy changes implemented in 2018, credentialing applications peaked in that year. Credentialing applications typically decline slightly in the year following a set of policy changes.*

## Accreditation

Number of accredited and approved programs

- **Accredited Coach Training Programs (ACTP): 305 (+11%)**
- **Approved Coach-Specific Training Hours (ACSTH): 536 (+21%)**
- **Continuing Coach Education (CCE) Providers: 1,024 (+21%)**

## Ethics

ICF Members and Credential-holders worldwide are unified by their shared commitment to ICF’s high ethical standards.

ICF’s Ethical Conduct Review process, Program Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand.

The [2019 Ethical Conduct and Compliance Report](#) provides an overview of these activities.
RESEARCH

Record-breaking research.

The 2019 ICF Global Coaching Survey, conducted in collaboration with PricewaterhouseCoopers LLP (PwC), was ICF’s most extensive industry research to date. During a seven-month field period (May – December 2019), we achieved a record-breaking number of survey responses from professional coach practitioners and managers/leaders who use coaching skills.

The survey was available in nine languages:

- English
- French
- German
- Italian
- Japanese
- Korean
- Mandarin
- Portuguese
- Spanish

ICF and PwC released the findings from this survey in 2020 as the 2020 ICF Global Coaching Study.

- 22,457 responses from 161 countries and territories
- 46% increase in responses from the 2016 Global Coaching Study.
- 52 countries and territories with 100+ responses

RESPONSES BY REGION

- North America: 7,406
- Western Europe: 4,848
- Middle East and Africa: 1,386
- Eastern Europe: 1,517
- Asia: 3,194
- Latin America and the Caribbean: 3,281
- Oceania: 825

LEARN MORE
ICF also partnered with the Human Capital Institute (HCI) on a signature research study, *Building Strong Coaching Cultures for the Future*. This research was designed as an update to previous ICF/HCI studies, with an emphasis on activities associated with building strong coaching cultures in organizations.

The study included 366 human resources, learning and development, and talent development professionals.

**RESEARCH PORTAL**

- 21,213 searches
- 155,924 stream views
- 227,371 PDF file displays or downloads
- 82,611 reference file displays or downloads

**RESEARCH ASSISTANCE**

- 5,162 coaches in the research panel at the end of 2019
- 18 research assistance requests distributed
Growth and Prague-ress

From October 23 – 26, coaches from around the world came together in Prague, Czech Republic, for the second ICF Converge conference and the premier coaching event of 2019.

ICF Converge 2019 featured General Session Keynote presentations from Frans Johansson and Luvvie Ajayi, as well as Group Keynotes from:

- Lisa Feldman Barrett, Ph.D.
- Jennifer Garvey Berger, Ed. D.
- Reza Rahmani, PCC
- Mariano Sigman, Ph.D.
- John Welsh

After two days exploring, learning and engaging in a variety of education sessions and networking conversations, on Saturday morning attendees came together for Connect + Collaborate, a closing activity designed to facilitate authentic connections and enable participants to receive support in small peer coaching groups. Converge participants left the event with practical solutions, meaningful relationships and inspiration for the future of the coaching industry.
920 registrants from 60 countries and territories

More than 60% of attendees held ICF Credentials
More than 1/3 of attendees have been coaching for a decade or longer

93 Speakers from 25 countries and territories
Core Competency CCE units: 28.75
Resource development CCE units: 57.25
COMMUNITIES OF PRACTICE

40 LIVE WEBINARS
Total Registration: 15,861
Total Attendance: 3,670
Core Competency CCE units: 33.5
Resource Development CCE units: 14

LEARNING PORTAL
25,347 ENROLLMENTS
Number of sessions delivered: 195
Number of sessions added: 40
COMMUNICATIONS, MARKETING & PUBLIC RELATIONS

Ready, set, launch!


They all had different goals they wanted to reach, challenges they were striving to overcome and times when they felt stuck. Their unique stories are woven together by a common thread: the knowledge that coaching is transformative.

In 2019, we launched #ExperienceCoaching, a six-part series featuring life-changing stories that highlight the power of professional coaching.

#ExperienceCoaching demonstrates that partnering with an ICF-credentialed coach can change your life, setting you on a path to greater personal and professional fulfillment. We will continue to travel across the globe to uncover these impactful stories as more and more people experience the power of coaching.

The first season of #ExperienceCoaching garnered over 1.5 million views on YouTube, Facebook and Instagram in 2019, making it ICF’s most successful and far-reaching campaign to date.

ICF also earned a bronze Summit Creative Award for #ExperienceCoaching. The Summit Creative Awards is an international advertising competition honoring small and medium-sized advertising agencies and in-house marketing and communications teams.
WEBSITE PAGE VIEWS
9,949,560 (+12%)

COACHING WORLD PAGE VIEWS
327,354 (+15%)

SOCIAL MEDIA
Facebook: 94,126 fans (+10%)
Twitter: 27,267 followers (+9%)
LinkedIn: 102,507 group members (+3%)
Instagram: 12,807 followers (+162%)

MEDIA RELATIONS
8,258 Media Mentions (+1%)

MEDIA MENTIONS BY REGION

- North America: 6,018
- Latin America and the Caribbean: 476
- Western Europe: 617
- Eastern Europe: 324
- Middle East and Africa: 188
- Asia
- Oceania: 284
- Unclassified: 45
During an October 25, 2019, ceremony in Prague, Czech Republic, ICF honored 2019 Circle of Distinction inductees, Young Leader Award winners and International Prism Award honorees and nominating coaches.
The Circle of Distinction program honors experienced coach practitioners who have made significant contributions to ICF and the coaching profession over the course of their careers.

**2019 Inductees:**

- Wai K. Leong, MCC *(Malaysia)*
- Patricia Mathews, MCC *(USA)*
- Sue McMahon, PCC *(USA)*
- Meryl Moritz, MCC *(USA)*
- Marcia Reynolds, Psy.D., MCC *(USA)*
- Dave Wondra, PCC *(USA)*

The Young Leader Award celebrates coach practitioners under the age of 40 who are poised to lead ICF and the coaching profession into the future.

**2019 Honorees:**

- Gaurav Arora, MCC *(India)*
- Jaya Bhateja, MCC *(India)*
- Rey Castellanos, PCC *(USA)*
- Samer Hassan, MCC *(Egypt)*
- Dr. Zach Prosser, PCC *(USA)*
- Ozlem Sarioglu, PCC *(Turkey)*
The International Prism Award honors businesses and organizations with coaching programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture, and yield discernible and measurable positive impacts.

**Winner:**
Procore Technologies, Inc.
Nominating Coach: Jeanne Smith, PCC

**Finalists:**
Convene
Nominating Coach: Sandi Mitchell, PCC

**Honorable Mention:**
Salud Integral en la Montaña
Nominating Coach: Nydia E. Hernández, PCC

**Saudi Telecom Company**
Nominating Coach: Viorel Apetrei, MCC
ICF Chapters are the face and voice of ICF and the coaching profession in their local communities. ICF’s Chapter Recognition program celebrates high-performing chapters that advance the mission and vision of ICF locally.

Traditionally, ICF celebrates our highest-performing chapters in person during the Global Leaders Forum. Due to the COVID-19 pandemic, we celebrated our 2019 Chapter Recognition honorees with a virtual ceremony.

**Asia Pacific**  
ICF Australasia  
ICF Korea  
ICF Malaysia

**Europe, the Middle East and Africa**  
ICF Egypt  
ICF Germany  
ICF Hungary  
ICF Iceland  
ICF Portugal  
ICF Spain  
ICF United Kingdom

**North America, Latin America and the Caribbean**  
ICF Arizona  
ICF Colorado  
ICF Los Angeles  
ICF New York City  
ICF North Texas  
ICF Ohio Valley  
ICF Panama  
ICF Raleigh  
ICF San Antonio  
ICF South Florida  
ICF Toronto
Demonstrating the power of community support and engagement.

During 2018 and 2019, ICF Chapters worldwide offered more than 75 local pro bono coaching initiatives through Ignite: Engaging Humanity Through Education. More than 400 leaders benefited from a total of 1,850 hours of professional coaching donated by ICF-credentialed Members. These leaders reported positive impacts from coaching, including increased operational efficiency, teamwork and engagement. The Foundation estimates that the organizations receiving coaching through Ignite reach more than 16 million people worldwide.

The Foundation created Ignite to harness the collective power of ICF Members and Chapters to accelerate the pursuit of United Nations 2030 Sustainable Development Goal No. 4: ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all.
ICF FOUNDATION SOCIETY

The ICF Foundation Society is a group of like-minded individuals from around the globe who are passionate about applying coaching to social progress organizations. The Foundation Society is comprised of donors who have made a gift of $500 USD or more to the ICF Foundation.

In 2019, the Foundation Society’s founding members provided more than $18,000 USD in support of Foundation projects. The Foundation is also enormously grateful for the support of its 2019 corporate donors: Associations International, iPEC, Gumball Enterprises and Bank of the Bluegrass.

ICF GIFT OF COACHING AWARDS

The ICF Foundation Gift of Coaching Awards celebrate ICF Chapters that partner with nonprofits to offer high-impact pro bono coaching.

**Winner (Portfolio):**
ICF Turkey

**Winner (Single Initiative):**
ICF Delhi NCR

**Honorable Mention (Single Initiative):**
ICF Hungary

DOWNLOAD CASE STUDIES
FINANCIAL OVERVIEW

ICF’s accounting records are independently audited on an annual basis. The 2019 audit was conducted by Blue & Co, LLC, and accepted by the ICF Global Board of Directors in June 2020. The auditors issued a clean audit for ICF and the ICF Foundation.

DOWNLOAD AUDIT REPORT
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2019 ICF Global Board Chair 

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Vice Chair 

Rajat Garg, MCC (India)  
Secretary/Treasurer 

Tracy Sinclair, PCC (United Kingdom)  
Immediate Past Chair 

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Emily Kamunde-Osoro, ACC (Kenya) 

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Valerie Robert, ACC (Switzerland) 

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Director of Meetings and Events

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Strategic Analytics
Yvonne Wisnicky
Strategic Analyst

Strategic Partnerships
Mark Ruth
Director of Strategic Partnerships

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Manager, Coach Training

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(North America)

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