

# EARN IT. SHARE IT.

## PUT YOUR ICF MEMBER DIGITAL BADGE TO WORK!



Being a member of the International Coaching Federation brings instant credibility. It means you are dedicated to coaching excellence and ethics as defined by the largest and most influential professional coaching organization in the world - ICF. Now, you can showcase your membership and dedication to the art and practice of coaching with the ICF Member Digital Badge.

### What is a digital badge?

Digital badges are portable, verifiable and uniquely linked to you. Badges are images linked to verifiable details about your ICF Membership that can be shared on digital platforms, such as social media sites, websites, email signatures, blogs and even digital résumés. They ensure that your hard-earned achievements are owned by you—you can access and use your digital credential whenever and however you see fit—and remain secure from tampering, duplication or fraud.

Your badge is a digital representation of your ICF Membership, and it allows you to show your clients, employers, colleagues and friends:

- Your membership join date and date of expiration
- The requirement to join ICF
- The work you do to maintain your ICF Membership

# BE NOTICED BY CLIENTS, EMPLOYERS, PROSPECTIVE CLIENTS AND COLLEAGUES.

## What is the value of the ICF Member Digital Badge?

The ICF Member Digital Badge sets you apart in an increasingly crowded marketplace. According to the 2020 *ICF Global Coaching Study*, coach practitioners, manager and leaders agree: untrained individuals who call themselves coaches are the greatest obstacle for the industry. Credibility matters - the ICF Member Digital Badge helps you show it.

In addition to credibility, this badge also provides legitimacy. We want to change the perception that “anyone can call themselves a coach.” Digital badging is a bold step toward that change. The ICF Member Digital Badge certifies that an individual has enrolled in or completed at least 60 hours or more of coach-specific training from an ICF-Accredited or approved training program, and has pledged to follow ICF’s rigorous code of ethics.

## How does this badge differ from the ICF Credential Digital Badge?

The ICF Credential Digital Badge is specifically for those who hold one of three ICF Credentials - Associate Certified Coach (ACC), Professional Certified Coach (PCC) or Master Certified Coach (MCC). But not all ICF Members hold an ICF Credential. However, these individuals are enrolled in or have completed baseline coach-specific training and chosen to associate with ICF. Those who hold both ICF Member and ICF Credential digital badges may place them side-by-side on their LinkedIn page, Facebook, Twitter, email signature and website. In fact, we encourage it!

## Where can I use a digital badge?

This digital badge is perfect for display on social media channels, specifically LinkedIn. You can also use your ICF Member Digital Badge in your email signature and on your website. All of this contributes to a robust reach as an ICF Member and serves to increase your credibility in the coaching industry.



Learn more today at  
[coachingfederation.org/icf-member-digital-badge](https://coachingfederation.org/icf-member-digital-badge)



[coachingfederation.org](https://coachingfederation.org)

2365 Harrodsburg Road., Suite A325 Lexington, Kentucky USA 40504  
Phone: 1.888.423.3131 or 1.859.219.3580 Fax: 1.859.226.4411