

Shaping the future of *coaching*

Driving the ICF brand into a new era of coaching

Introduction

This brochure summarizes in a practical way the *fundamental characteristics of the ICF brand*, showing the key elements that define it.

Our brand positioning strategy is crafted to reflect our distinctive essence and our differentiated approach toward *what we do, how and why we do it*.

It serves as a day-to-day tool designed to guide us on *how we think, act and work, and how we continue to lead and transform the industry*.

We encourage you to support the activation of this new positioning strategy, *propelling ICF and the coaching industry even further*, as we have been doing for nearly 30 years.

Let's drive the ICF brand and the *coaching industry into a new era*.

*Brand is an external promise
but also an internal commitment.*

*Let's make
it all happen.*

Research showed that there are 7 main challenges that are not just about defining where we are today, but where we as leaders want to take the industry and ICF next.



People have a notion of what coaching is, but there is still a huge gap.

Coaching formal education and credentials are still not relevant enough to the general public.

Coaching remains accessible to very few people, while its benefits are universal.

The industry needs more assets to elevate trust.

Differentiation is critical to stand out in the industry.

Future generations need an attractive and appealing ecosystem to be engaged.

Stakeholders expect a consistent experience across all touchpoints and all geographies.



As torchbearers we are leading the movement to shape not just the future of ICF, but the future of coaching

Together, we will overcome these seven challenges and more, equipping coaches with the highest standards, cutting edge research and innovative solutions to shape the future of coaching

A clear picture of ICF moving forward:

- Powerful products and services for your career and profession*
- Bigger marketplace by calling out the potential of coaching beyond the traditional use*
- Increased recognition about the power of coaching to drive a thriving society*
- Enhanced brand differentiation to reinforce the strength of our organization*
- Rejuvenated user experience for you*
- New set of tools to attract new generations*

With our new manifesto

We believe in the *uncharted potential* residing within every individual, waiting to be unlocked.

Beyond the individual, we believe in the power of personal and professional growth to *catalyze societal change*.

And we believe in *coaching* to be the guiding star to unlock that potential towards becoming *your best self*.

But we are not content with the status quo; *we aspire to redefine coaching*, not just as a process but *as a profound mindset*.

We strive to *integrate this mindset into the day-to-day of people*, touching the lives of current and future generations.

Together, we power transformative journeys, sparking change makers to *inspire, transform, and thrive*.

Embracing our
new role

Life-changing visionaries

Embracing our
new role

*"In ways large and small, we fight. We disrupt.
We take risks. We push boundaries to change
the way we see the world, or live in it. We evoke
change towards a better future"*

"From the article: Visionaries With the Courage to Change
the World, New York Times"

Life-changing *visionaries*

WE EMBODY

Connection
Closeness
Empowerment

WE EMBODY

Leadership
Knowledge
Transformation

Our new brand purpose, our why

Our business' north star.
The ultimate reason we exist. What we aim to achieve in the world and for people generally

Champion the development of a thriving society empowering people to become their best possible self through coaching

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We give people the tools, knowledge and support to unlock their full potential and evolve into the best version of themselves

We take a leading and active role driving innovation, positive change, setting new standards and contributing to society as a whole

When individuals are empowered to become their best selves, they can make meaningful contributions to society

Our new brand ambition, our what

The business objective we
want to achieve within a
given timeframe

To shape the future of coaching
towards a more compelling
profession and the core of
empowerment for current
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We are a first mover a trailblazer, taking a proactive role in influencing and guiding the coaching profession

We drive awareness for professional coaching while preventing underqualification in the field

We make coaching a more appealing and sought-after career choice

We focus on being relevant for new generations as well

We place coaching in a more centered and relevant position for individuals, corporations and society, bringing it closer to people's day-to-day lives and elevating coaching as a profession that plays a pivotal role in personal and societal development

Our new brand trajectory, our how

The journey we must be on
to achieve our ambition

By creating and sharing coaching standards and systemic solutions, empowering individuals and organizations to nurture a thriving society

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The journey we must be on to achieve our ambition

By creating and sharing coaching standards and systemic solutions, empowering individuals and organizations to nurture a thriving society

We equip coaches with the highest standards, cutting edge research and innovative solutions

We deliver high-quality services consistently while also addressing broader organizational needs and challenges

We focus on the impact of coaching, increasing awareness of its benefits and showing implications of how every person can benefit from it

Our new brand behaviors, what we will never compromise



Forward thinking

- We work to *envision the future of coaching*.
- We *help every person using coaching* skills do the same.
- We *embrace change*.
- We proactively *seek new opportunities*.



Excellence

- We aim for the *highest standards*.
- We *continuously exceed expectations* of our stakeholders.
- We have a *growth mindset*.
- We are always eager to *listen and to learn*.



Humanity

- We embrace *humanity* in all our interactions.
- We are *kind, empathetic and supportive*.
- We *enable connection*.
- We care about the *wellbeing of others*.

*Our new brand idea,
the summary of everything*

Implies that ICF offers solutions, services and experiences that have the power to transform individual's personal and professional lives

Inspire. *Transform.* Thrive

Signifies ICF's commitment to serve as a source of motivation and positive change in people's lives

Represents the ultimate goal and outcome of ICF's efforts, conveying the idea of achieving well-being and a state of thriving in various aspects of life

Embedding the Brand Positioning Strategy

Why we exist

Purpose

Champion the development of a thriving society empowering people to become their best possible self through coaching

What we want to achieve and how we will achieve it

Ambition

To shape the future of coaching towards a more compelling profession and the core of empowerment for current and future generations

Trajectory

By creating and sharing coaching standards and systemic solutions, empowering individuals and organizations to nurture a thriving society

How we behave

Behaviors

Forward thinking

Excellence

Humanity

How we summarize everything

Brand Idea / Promise

Inspire. Transform. Thrive

Join us on this transformation

Brand is embedded in everything we do.
Help us in writing the next chapter for ICF:

- Bring coaching to current and future generations.
- Partner with organizations to highlight coaching's impact on driving a thriving society.
- Participate in our ICF community to actively discuss and help us lead the evolution of coaching.

→ Inspire. *Transform.* Thrive



If you need further information
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