

Together We **THRIVE**



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Together We Thrive

After four years apart, our global coaching community reunited in person at ICF Converge 2023, marking a significant moment. Inspired by our shared passion for coaching, the event showcased the strength of collaboration through thought-provoking discussions, content-rich presentations, invigorating networking sessions, and community engagement.

The energy and excitement generated served as a powerful reminder: together, we are stronger. Together, we can achieve remarkable things.

This year's report celebrates what can be accomplished through collective action, shared knowledge, and diverse perspectives.

STRATEGIC PLAN: ONE ICF, ONE VISION

In the beginning of the year, we launched an ambitious strategic plan, made achievable through the collective efforts of our members, chapter leaders, global leaders, ICF staff, and other stakeholders across our ecosystem. This plan emphasizes Member Focus, Organizational Excellence and Sustainability, and Empowerment, reflecting our commitment to excellence and growth within the professional coaching community. Collectively, we will continue to bring this plan to life and advance coaching excellence, impact, and value worldwide.

Join us as we look back and remember that together, we truly thrive.

POWER OF ASSOCIATION AWARDS: RECOGNIZING EXCELLENCE



Through collaborative efforts, ICF achieved a remarkable milestone by winning four Silver Power of Associations awards from the American Society of Association Executives (ASAE), highlighting the diverse and far-reaching impact of One ICF in the profession. The following initiatives were recognized:

- **The ICF Foundation's 2021-2022 Coaching for Social Impact Project** provided free coaching to leaders of social change organizations in seven countries, making it possible for them to rescue, equip, and educate more than 900 children.
- **Diversity, Equity, Inclusion, and Belonging (DEIB)'s Global Cultural Competency in Coaching Workshop Series** delivered training on cultural competency and communication to staff and volunteer facilitators, non-chapter affiliated members, and chapter leaders along with their members.
- **ICF Coaching Education Global Knowledge Community** is a virtual space designed to foster growth, community, and collaboration among coach educators and trainers.
- **ICF Coaching Education's Imagine 2022** was a pioneering global conference on coaching education and training that reached nearly 300 participants from 50+ countries.



VISION STATEMENT

A world where coaching is integral to transforming societies.

MISSION

We advance coaching excellence, impact, and value worldwide.

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:

- **Professionalism:** We commit to a coaching mindset and professional quality that encompasses responsibility, respect, integrity, competence, and excellence.
- **Collaboration:** We commit to developing social connections and community building.
- **Humanity:** We commit to being humane, kind, compassionate, and respectful toward others.
- **Equity:** We commit to using a coaching mindset to explore and understand the needs of others so we can practice equitable processes at all times that create equality for all.

One ICF AT A GLANCE

ICF COACHING EDUCATION

3,058

ICF Accredited Providers
(+7% increase from 2022)

1,958

New Accreditation
Applications
(+11% increase from 2022)

ICF COACHING IN ORGANIZATIONS

64

Member Organizations
(+42% increase from 2022)

1,122

Member Representatives
(+45% increase from 2022)

ICF CREDENTIALS AND STANDARDS

51,988

ICF Credential-holders
(+7% increase from 2022)

11,441

New Credential
Applications
(+5% increase from 2022)

ICF FOUNDATION

7,428

Donations
(+45% increase from 2022)

\$262,175

USD Received
(+35% increase from 2022)

ICF PROFESSIONAL COACHES

58,278

Members
(+3% increase from 2022)

142

ICF Chapters
(+2% increase from 2022)

ICF THOUGHT LEADERSHIP INSTITUTE

4,071

Newsletter Subscribers
(+2% increase from 2022)

43

Wisdom Weavers

AWARDS

Celebrating Impact and Excellence

ICF COACHING IMPACT AWARDS

Every voice has the power to lead and inspire. And through the ICF Coaching Impact Awards, we celebrate those who make the biggest impact.

In its inaugural year, the ICF Coaching Impact Awards honored high-performing coaches and organizations who are helping to improve workplaces, transform lives, and contribute to global social change. They were recognized during a special awards ceremony at ICF Converge 2023.

The ICF Coaching Impact Awards are an evolution of ICF's previous awards initiatives — which have included the International Prism Award, Circle of Distinction, and Young Leader Award — and consists of categories that represent different facets of our profession.

[Learn more about each of the winners.](#)

Coaching Education Winners

- **Distinguished Coach Educator:** Linda McLoughlin, MCC (Ireland)
- **Emerging Coach Educator:** Hélène Thériault, PCC (Canada)
- **Distinguished Coaching Education Provider:** CoachME/Beckett McInroy Consultancy (Bahrain)

Organizations Winners

- **Distinguished Organization:** AstraZeneca (United Kingdom)
- **Emerging Organization:** OQ (Oman)

Professional Coaches Winners

- **Distinguished Coach:** Tünde Erdős, MCC (Austria), Tracy Sinclair, MCC (UK)
- **Accomplished Coach:** Lina El-Assaad, PCC (United Arab Emirates)
- **Emerging Coach:** Moon Li, ACC (UK)

ICF CHAPTER RECOGNITION AWARDS

The ICF Chapter Recognition Program honors high-achieving chapters that devote time to establishing and advancing the industry standard for professional coaching within their community and around the world.

In May 2023, we hosted two virtual ceremonies to make it more convenient for coaches to join the celebration, regardless of their time zone. This year, nine remarkable chapters received recognition for excellence, and ICF donated \$500 USD to each chapter's charity of choice to celebrate their achievements.

These outstanding chapters* are:

- ICF Australasia
- ICF Bangkok
- ICF Brazil
- ICF Colorado
- ICF Germany
- ICF Hungary
- ICF Los Angeles
- ICF Quebec
- ICF Romania

Chapter recognition honorees are selected based on annual chapter activity reports and are evaluated according to ICF's criteria for high-performing chapters. Selected chapters exceed expectations in advancing the coaching profession and driving meaningful impact in their communities.

* Plus, a special mention for the work of ICF Lebanon.



“Beyond the glitz and glamour, entering this award was a multifaceted experience that enriched my professional journey, fueled my passion for coaching, and connected me with like-minded individuals dedicated to excellence and impact.”

— Lina El-Assaad, PCC, 2023 ICF Coaching Impact Awards: Professional Coaches Accomplished Coach Honoree

COMMUNICATIONS, MARKETING, & PR

Generating Greater Awareness

Leveraging the strength of the ICF ecosystem and our global network, we have launched several initiatives to raise the profile of coaching and highlight the valuable resources we offer. By spotlighting the power of coaching, we are positioning ICF as the premier organization for impactful connections and high-quality coaches.

Some key tactics we've implemented include:

- Ad campaigns across a variety of digital platforms.
- Lead generation forms and email nurture campaigns.
- Targeted messaging via key stakeholder partnerships.

AMPLIFYING OUR SOCIAL MEDIA REACH

Social media is a powerful tool for reaching new stakeholders and strengthening existing relationships. This year, we focused on expanding our social media reach, resulting in record growth in followers and engagement.

We know coaches are lifelong learners committed to personal and professional development. So, we shifted our social media strategy to provide more educational content.

On [Facebook](#), [Instagram](#), and [LinkedIn](#), we shared coaching tips through short-form videos, carousel posts, and infographics. This resonated with our followers – interactions with our content increased 100% in just one year.

BOOSTING WEBSITE TRAFFIC AND ENGAGEMENT

Our website is critical for increasing awareness of ICF and promoting the value of the coaching profession. In 2023, we took a closer look at search engine optimization (SEO) and the quality of content. We also relaunched the *Coaching World* blog with a stronger focus on SEO to boost traffic to our website and elevate the profile of contributing authors.

The total number of website users has jumped nearly 40% since 2022, and the length of time a user remained on the site has increased by over 20%.

We achieved this record growth amidst significant changes to how website metrics are tracked, particularly with Google's transition from Universal Analytics to Google Analytics 4 (G4), altering many of our benchmark data and key performance indicators (KPIs). We adapted to these new standards, adjusted our reporting accordingly, and continued to see growth.





SOCIAL INTERACTIONS

218,592

(100% increase from 109,072 in 2022)

Post engagements jumped by 33% in 2023.

SOCIAL MEDIA

-  **LinkedIn: 275,321 followers** (+19%)
-  **Instagram: 39,528 followers** (+18.8%)
-  **Facebook: 120,468 followers** (+2.6%)
-  **X/Twitter: 33,044 followers** (+2.3%)
-  **YouTube: 37,776 followers** (+33%)

MEDIA MENTIONS

10,171*

*Reporting method changed so comparison to previous year is not available.

DIVERSITY, EQUITY, INCLUSION, & BELONGING

Investing in a More Diverse and Inclusive Coaching Profession

To make our vision a reality, we must champion diversity, equity, inclusion, and belonging (DEIB) across the coaching profession worldwide. Our DEIB department continues to expand its work in amplifying all voices within the coaching community and ensuring every perspective is valued.

DEIB TRAINING & RESOURCES

Building an inclusive and equitable coaching community requires an investment in education to enhance diversity intelligence. We must strive to make this education more accessible. This year, we added more training options and resources, including a biannual four-part DEIB Chapter Leader Training, and introduced three DEIB Chapter Champions to support chapter-level DEIB initiatives.

We also created the:

- Generational Differences Workshop, which is an interactive workshop that explores global considerations in working across generations, breaking down stereotypes, and more.
- Disability Inclusion Training Manual, an in-depth 90+ page training manual that provides coaches, educators, and organizations with the materials needed to serve those with disabilities or those impacted by disabilities effectively.

CHAMPIONING INCLUSION: MEMBER RESOURCE GROUPS

Central to our DEIB strategy is providing educational and discussion opportunities to members, staff, and other individuals in the ICF ecosystem and throughout the coaching community. Furthering our work in this area, we launched three Member Resource Groups (MRGs) to help underrepresented ICF members overcome obstacles that impede growth. MRGs offers supportive communities for diverse coaches through resources, workshops, events, and other course offerings.

2023 MEMBER RESOURCE GROUPS

148 BIPOC (Black, Indigenous, People of Color) Members:

This group cultivates a space for people of all ethnic and racial backgrounds to share their global and coaching community experiences.

41 Persons with Disabilities Members:

This MRG provides support and resources for those who have experiences with disabilities, whether as a coach, client, or ally. We have defined disabilities to include physical, cognitive, sensory, psychological, developmental, and acquired disabilities, and chronic health conditions.

64 Young Professionals (40 and under) Members:

This group focuses on developing the next generation of coaching leaders and welcomes anyone interested in learning about generational diversity.



ETHICS, POLICY, & COMPLIANCE

Dedicated to Excellence in Ethics

As our world grows increasingly complex, so do the ethical dilemmas that coaches may find themselves in. We must grow, adapt, and evolve to meet these complexities so that our community can continue to confidently embody the highest level of excellence in ethical practice.

MEETING GROWING NEEDS

The number of ethical complaints received by ICF – and their complexity – have grown exponentially over the past few years. So has awareness of the ICF Ethical Conduct Review (ECR) process among clients and coaches. To better address these complaints, six new volunteer leaders were added to the ICF Independent Review Board (IRB), which oversees the ECR. With **32 applications received**, it's clear that our members are deeply interested in upholding the professionalism and integrity of the coaching industry.

You can learn more about the IRB and the ECR on our [website](#).

EXPLORING CONTEMPORARY ISSUES

It's important for the ICF Code of Ethics to remain current and relevant as the profession continues to grow and mature. For this reason, we initiate a review of the Code every three years to address contemporary issues and ensure consistent alignment and understanding for global coach practitioners.

In collaboration with the Code Review Steering Committee, we began the latest review in mid-2023. Their work was focused on data collection, through surveys and interviews with stakeholders across the ICF ecosystem and getting a Code Review Team established to draft an updated Code of Ethics.

Work on the Code review is ongoing and anticipated to conclude in 2024.

ETHICAL CONDUCT AND COMPLIANCE REPORT

ICF members and credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards. ICF's ECR process, Accreditation Complaint process, and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand. The [2023 Ethical Conduct and Compliance Report](#) provides an overview of these activities.

REGULATION: COMMITTED TO PROTECTING OUR PROFESSION

As interest in coaching grows globally, government regulators and legislators are taking a keen interest in our profession. Each year, ICF proactively engages in conversations with these stakeholders to ensure that ICF members and credential-holders can practice without undue governmental interference. In 2023, ICF was actively involved in regulatory interests across Europe, the United States, Brazil, and other locations worldwide. To learn more about ICF's Self-Regulatory efforts, please review the [ICF Advocacy Toolkits](#).

"Participating in the Ethical Conduct Review (process) involves so much more than just adjudicating allegations of ethical breaches... rather, it constitutes a tangible contribution – even an investment – that ICF makes to ensure the professionalism and integrity of our self-regulated profession."

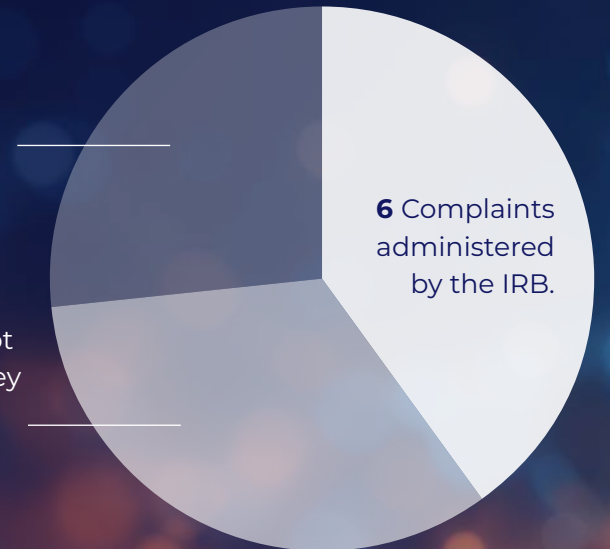
— Cathy Pantano, PCC, IRB Member

THE ECR AT WORK

15 Ethical complaints filed via the ECR (29% decrease from previous year).

4 Complaints did not move past the initial review phase due to lack of evidence of an alleged breach of the ICF Code of Ethics.

5 Complaints were not accepted because they named coaches who were neither an ICF member nor an ICF credential-holder.



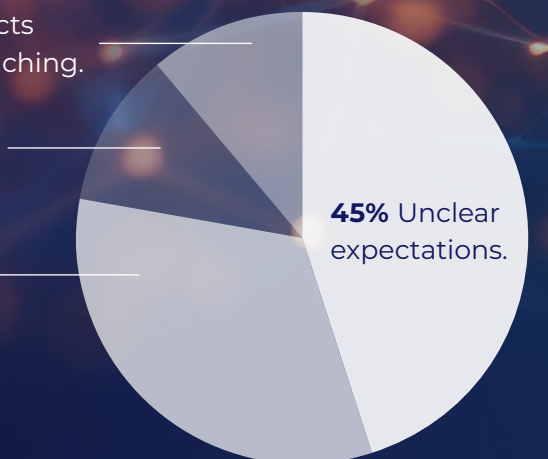
ACCREDITATION COMPLAINTS

13 Complaints were filed against ICF-accredited providers in 2023. Primary themes of concerns included:

11% Content contradicts ICF's definition of coaching.

11% Violation of intellectual property.

33% Questionable sales tactics.



LEARNING & DEVELOPMENT, EVENTS, & VOLUNTEER ENGAGEMENT

Fueling Impact with Knowledge

Continuous development. Community of like-minded learners. Passionate volunteers. Forefront of profession. These are things coaches can expect from ICF. We remain steadfast in enhancing relevant and timely knowledge development opportunities, so coaches are well equipped to deliver the greatest impact to their clients.

INTERNATIONAL COACHING WEEK

This year marked the 25th anniversary of International Coaching Week (ICW), the global celebration of the power and impact of professional coaching. With a record number of events across multiple time zones and languages, ICW invited individuals and organizations worldwide to explore the transformative possibilities of coaching.

- ICF members and chapters offered 1,565 events in 28 languages.
- 11,274 people from 139 countries and territories participated.
- Nearly 1,400 people experienced coaching for the first time.

ICF GLOBAL LEADERS FORUM (GLF)

Historically, the ICF Global Leaders Forum (GLF) was an exclusive event for ICF chapter leaders. For GLF 2023, we invited all volunteer leaders to help us create a more diverse, inclusive culture that spreads a positive impact throughout ICF, the coaching profession, and the world.

More than 375 ICF volunteer leaders gathered virtually to share best practices, develop leadership skills, and network. GLF 23 focused on building team culture, identifying valuable leadership skills, and understanding how culture and diversity enrich our work.

- 2 Time zones (New York and Singapore).
- 5 On-demand sessions.
- 4 Live sessions.
- 79 Countries and territories represented.

- 327 Live attendees.
- 780 Total registration (live and on demand).
- 19 Total languages used.

ICF COMMUNITIES OF PRACTICE (CPS)

ICF Communities of Practice (CPs) offer a platform for coaches to connect, learn, and collaborate within their specific areas of interest. Through 9 CPs, we achieved the following:

- 38 Quarterly sessions + additional bonus sessions throughout the year.
- 16,306 Registrations (live and on demand).
- 3,882 Live session attendees.
- 67,736 Total Core Competency CCE credits earned.
- 10,802 Total Resource Development CCE credits earned.

THE ICF LEARNING PORTAL

This year, the ICF Learning Portal received several enhancements — including a less cluttered interface, improved search functions, and automated earned credit notifications — to make it easier for users to find the content they seek to take their knowledge to the next level.

- 38,238 Learners.
- 52,673 Enrollments in live and on-demand sessions.
- 66 New learning products were added.

2023 REPORTED VOLUNTEER HOURS

We cannot accomplish even a fraction of all we do without our volunteers. ICF is fortunate to have a highly engaged community of individuals who tirelessly share their time, skills, and passion with us.

Family Organization/Department	Total Annual Hours
ICF Coaching Education	1,566
ICF Coaching in Organizations	4,320
ICF Credentials & Standards	38,736
ICF Foundation	29,640
ICF Professional Coaches	2,601,912
ICF Thought Leadership Institute	5,880
Awards	18,496
Global Boards	18,900
Diversity, Equity, Inclusion, & Belonging	14,256
Ethics, Policy, & Compliance	19,944
Learning & Development	71,010
TOTAL HOURS	2,824,660*

This remarkable contribution, **valued at over \$689 million USD**, represents the generous volunteer hours coaches shared with ICF.

*This figure was calculated by using the average hourly coaching fee of \$244 USD, as reported by the 2023 ICF Global Coaching Study.

LEARNING & DEVELOPMENT, EVENTS, & VOLUNTEER ENGAGEMENT

ICF Converge 2023

Incredible. Enriching. Valuable. These are just a few of the words that ICF Converge 2023 attendees used to describe their experience. This event was more than just a conference; it was a catalyst for change, a celebration of purpose, and a beacon of inspiration.

Converge 23 – our first in-person event since 2019 – brought together like-minded professionals and industry influencers to ignite creative thinking, push boundaries of what’s possible, and connect over a common purpose to transform the world through coaching.

Coaches not only traveled from all around the world to Orlando, Florida, USA, but many others joined online through a livestreaming component. We created an inspiring collective energy that fused passion and purpose. This energy reminded us that our community is a force for positive change.

Attendees participated in specialized sessions and learning paths designed to elevate their coaching skills. Driven by the change-maker mentality of professional coaches, Converge 23 also included opportunities for attendees to volunteer their time and expertise to support local community initiatives.



ICF CONVERGE 2023 BY THE NUMBERS

- Total attendees: 1,250 (in-person & live streaming)
- Total countries represented: 68
- Total languages used: 19
- Total sessions: 70+
- Total CCE credits: 50+
- Total exhibitors, partners, & sponsors: 63

TOP 5 RATED SESSIONS

- Opening General Session and Keynote: Unleash Your Curiosity.
- Funcomfortable: The Painfully Fun Truth About Growth.
- Experience the Magic of Group Coaching Supervision.
- Cultural Dimensions as Visible and Invisible Participants in the Coaching Process.
- Disabilities: Strategies for Coaches and Clients.



“Power of community? It's incredible, and I experienced it at ICF Converge 2023. I was truly inspired and motivated to live my life to the fullest, be an innovative coach, write a book, and become a powerful public speaker. A heartfelt thank you to everyone.”

—Coco Duan, ACC

RESEARCH & DATA SCIENCE

Measuring Today's Impact to Shape Tomorrow's

The coaching industry has experienced robust growth in both the number of coach practitioners worldwide and in annual revenue, indicating that the industry has emerged stronger from the pandemic. Our industry-leading research provides crucial insights into trends in the business and practice of coaching so that coaches are better equipped to embrace the opportunities and meet the challenges that await them.

2023 ICF GLOBAL COACHING STUDY

With 14,591 valid responses from 157 countries, the [2023 ICF Global Coaching Study](#) is large in scale and global in reach. Conducted by PricewaterhouseCoopers (PwC), this study is ICF's fifth major research project on the size and scope of the profession.

Key Takeaways:

- The estimated global total revenue from coaching in 2023 was \$4.564 billion USD, a 60% increase over 2019.
- Most coaches (80%) agree that clients expect coaches to be certified/credentialed.
- Almost all coach practitioners (93%) offer services – like consulting or training – in addition to coaching.

2023 ICF COACHING SNAPSHOT: THE FUTURE OF COACHING

Conducted in conjunction with the latest global coaching study, the [2023 ICF Coaching Snapshot: Future of Coaching](#) delves into a variety of topics, including the changing role of technology, expansion of coaching services, and post-pandemic optimism.

Key Takeaways:

- Coach practitioners clearly recognize artificial intelligence (AI) as an important new technology. Just one in 10 (10%) took the view that AI is a passing trend.
- Most agree digital coaching platforms can facilitate and enhance access to coaching, both for people across the globe (84%) and for individuals/employees in organizations (82%).
- Increased awareness of the benefits of coaching ranks as the biggest opportunity for coaching.

DEFINING NEW COACHING CULTURES

For nearly a decade, ICF has joined forces with the Human Capital Institute (HCI) to investigate the fundamental tenets of organizational coaching cultures. Our most recent findings reflect the immense workplace transformations triggered by the global pandemic.

Key Takeaways:

- Coaching cultures remain strong amidst pandemic-induced obstacles.
- Organizations continue to prioritize all three coaching modalities of external coaching, internal coaching, and managers/leaders using coaching skills.
- Line-item budgets are rising incrementally.
- Expanding coaching opportunities for all employees remains an ongoing challenge.
- Cost-efficient solutions help organizations overcome coaching barriers.

RESEARCH PORTAL

- 10,247 Searches.
- 201,199 Stream views.
- 447,839 Total PDF file displays and downloads.
- 227,165 Total reference file displays and downloads.

RESEARCH ASSISTANCE

- 3,849 Coaches in the research panel at the end of 2023.
- 17 Research assistance requests.



STRATEGIC ALLIANCES

Partnering to Amplify Our Impact

Strategic alliances are vital for expanding ICF's global and local reach. By collaborating with key organizations, we amplify our impact, grow more effectively, and pursue our vision of a world where coaching is integral to transforming societies.

STRENGTHENING STRATEGIC ALLIANCES

Recognizing the importance of strategic alliances, we have:

- Added a new department to focus on establishing and collaborating with organizations that have synergy with ICF.
- Solidified existing strategic partner relationships, including the Association of Change Management Professionals (ACMP).
- Developed an alliance framework that identifies key selection criteria for evaluating new opportunities.
- Expanded our network of alliance partners.

New alliance partners in 2023 include:

- American University in Cairo.
- National Board of Health & Wellness Coaches (NBHWC).
- Toastmasters International.
- World Federation of People Management Associations (WFPMA).

As part of our alliance plans, we have also laid the foundation for future partnerships through third-party sponsorships. This includes sponsoring initiatives like the Cultural Vistas Bridge to Access' 60th Anniversary, the Society of Consulting Psychology Annual Conference, the Library of Professional Coaching, the Association of Training and Development (ATD), and the HR Congress.

RECOGNIZING OUR ROLE IN RESPONDING TO THE GLOBAL CLIMATE CRISIS

ICF recognizes the urgent need to address the world's climate crisis. It is one of the biggest challenges humankind has faced to date. We are committed to making resources available and actively participating in efforts to improve the world's climate, which include:

- Serving as a signatory of the Joint Global Statement Group on Climate and Biodiversity Crises.
- Identifying stakeholders that are at the intersection of coaching and climate solutions – from universities to training bodies to subject matter experts (SMEs).
- Supporting the efforts of the Climate Coaching Alliance (CCA).





Expanding Opportunities for Educators

Coach educators are critical in elevating the standards of coaching worldwide. In 2023, ICF Coaching Education launched several new offerings to better support coach educators in developing the next generation of coaches, ensuring they are better prepared to handle the dynamic demands of today’s world.

NEW ACCREDITATION PORTAL

At the start of the year, we introduced the ICF Accreditation Portal. Within this tool, coach educators have one easy-to-use dashboard where they can submit accreditation applications and renewals, check the status of applications in real time, and communicate directly with ICF Coaching Education staff. The portal has provided a more simplified experience for coach educators so they can spend more time focused on their students.

NEW ADVANCED ACCREDITATION IN TEAM COACHING

Team coaching is in demand. And it requires a specific set of competencies and knowledge. With this in mind, we introduced the Advanced Accreditation in Team Coaching (AATC) in February. This advanced accreditation enables coaching education providers to demonstrate that their

education aligns with the needs and requirements to prepare coaches for this complex discipline. By December, there were 72 providers with this accreditation.

EVOLUTION OF ACCREDITATION

The coaching profession is ever-changing, and our global accreditation model must reflect contemporary needs. Over the last two years, we partnered with ICF-accredited providers to evolve our global accreditation model to better meet the current leading practices in education and accreditation. In 2023, we completed this evolution as all ICF-accredited providers updated their curriculum to meet the new ICF accreditation standards.

GLOBAL KNOWLEDGE COMMUNITY

The ICF Coaching Education Global Knowledge Community is an active online platform where ICF-accredited providers can connect, access resources, continue their professional development opportunities, exchange best practices, and get answers to critical questions from their peers, experts, and the ICF Coaching Education staff.

Quick Info*:

- 17,106 Total logins.
- 2,868 Total users.
- 1,253 Unique logins.
- 932 Discussion threads.
- 2,716 Discussion posts.
- 14,962 Resource library views/downloads.
- 90 Events hosted.
- 184 Library entries.

**Cumulative Data as of December 31, 2023.*



**ICF Coaching Education celebrated a major milestone:
We now offer 3,000 accredited programs!**



ICF COACHING EDUCATION

3,058 Total accredited providers

1,958 Total new accreditation applications

735 LEVEL 1 PROVIDERS



600 LEVEL 2 PROVIDERS



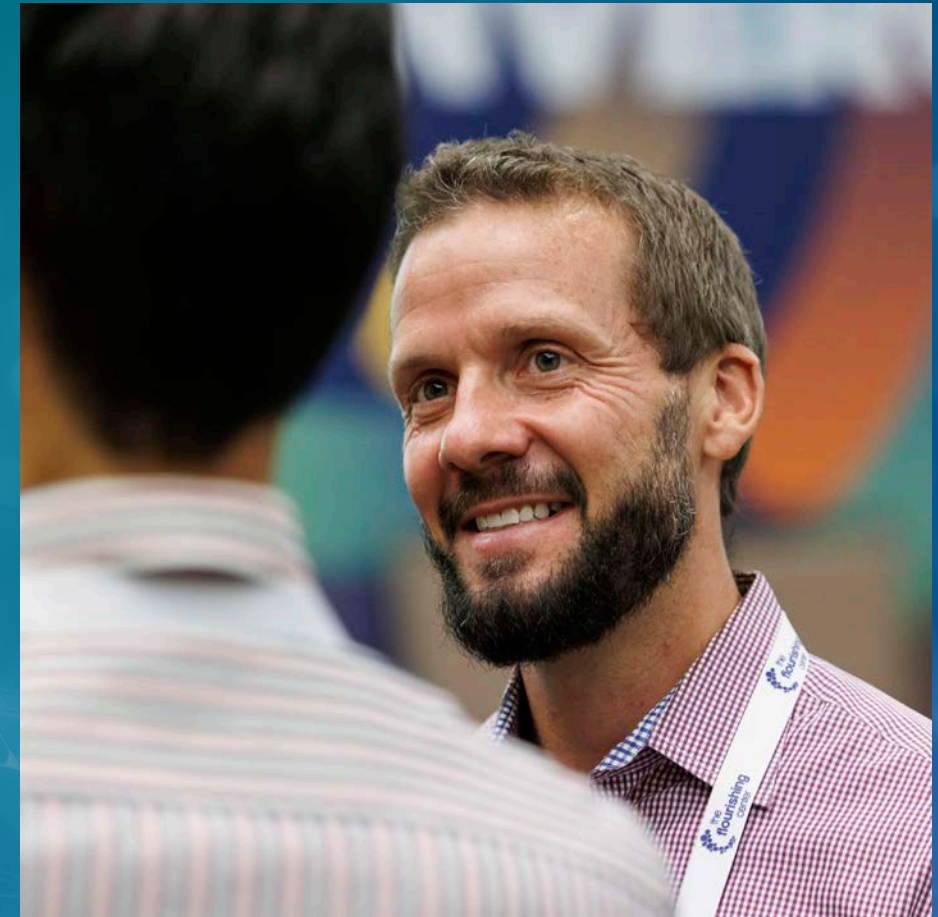
42 LEVEL 3 PROVIDERS



72 AATC PROVIDERS



1,609 CCE PROVIDERS



"Coaches trust that they will receive a high-quality training experience, that they can go on and become credentialed themselves, and that others will know that their coaching skills are of an equally high quality. People who are looking for a coach don't want just anyone claiming to be a coach. They want someone who has been trained on that specific skill."

— Janeen Antonelli, PCC, Associate Director of Coaching at The Doerr Institute for New Leaders at Rice University, an ICF-Accredited Provider

*Because of the evolution of ICF accreditation, an accurate year-over-year comparison is not available.

Driving the Value of Coaching within Organizations Forward

Organization-based coaching programs are catalysts for workforce engagement and develop high-potential managers and leaders, creating a more robust talent pipeline. ICF Coaching in Organizations strives to inspire a wider adoption of organizational coaching and offer support to organizations creating or enhancing a coaching culture.

RESOURCES + KNOWLEDGE = EMPOWERED ORGANIZATIONS

Our member organizations already demonstrate the business impact of coaching. Through this membership, organizations openly connect, learn, and share about the successes and challenges of their coaching cultures. The value of this membership ripples back into each member organization's coaching program and into the lives of its employees, transforming the way they work.

Throughout the year, we offered more than 50+ unique webinars, programs, and toolkits to our organizational members, including:

- 12 Deep Dive sessions, which enable members to network and discuss best practices, new trends, and tips that affect internal coaching such as team coaching and return on investment (ROI).

- 5 Organizational Member Spotlights, which feature articles about members' internal coaching programs.
- 15 webinars about coaching cultures.
- 8 sessions in collaboration with the ICF Internal Coaching Community of Practice.
- 5 presentations during ICW.
- 20+ coaching culture sessions at ICF Converge, including a pre-conference workshop with more than 100 attendees and an exclusive executive breakfast for member organizations.
- 2 organizational coaching toolkits packed with implementation tips.

TELLING THE STORY OF THE IMPORTANCE OF COACHING CULTURES

Now more than ever, organizations must embrace coaching cultures to address employee burnout, skills gaps, employees' desire for professional growth, and more. Through building relationships with various media outlets, we secured 40+ media placements showcasing the impact and value of coaching in organizations.

ICF-credentialed coaches and staff provided interviews to leading publications, including *Chief Learning Officer (CLO)*, *Fast Company*, and *HR Executive*; participated in podcasts like *Voices of CLO*; and spoke at renowned events such as the *Lab Manager Academic Summit*.

“ICF Coaching in Organizations is a very valuable forum to learn about the actual implementation and practice of coaching at other companies. It is also an opportunity to be introduced to and interact with like-minded coaches, to learn that other companies are similarly struggling to implement it in their organizations who do not understand the effectiveness of coaching, and to be encouraged that we are not alone and that we can reach our destination if we keep trying.”

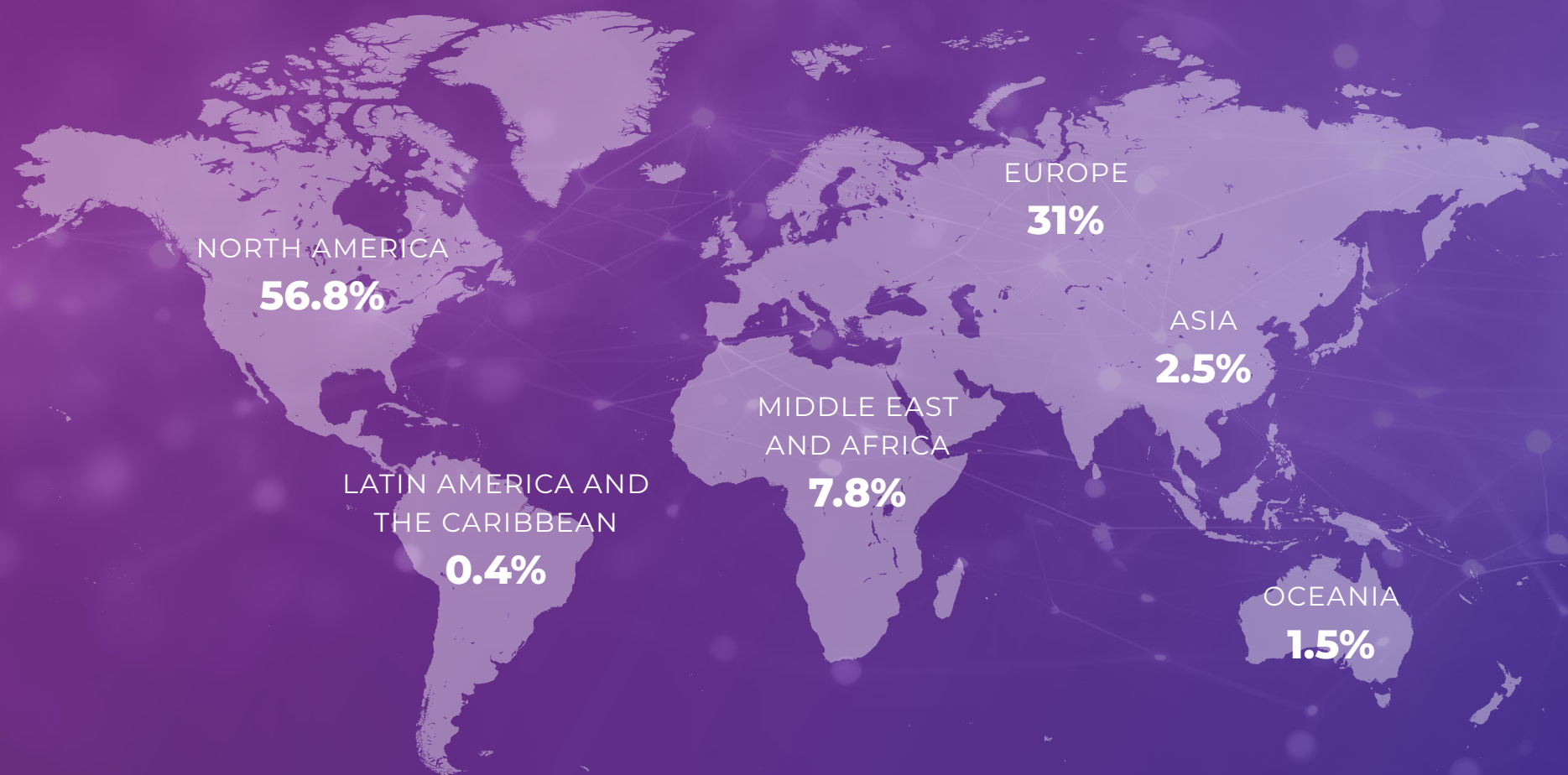
— Hideyo Watanabe, ACC, Senior Vice President of Corporate Strategy at Osaka Gas USA Corporation



64 Member organizations + 1,222 Representatives

In 2023, we saw a continued increase in larger organizations, with more member representatives joining ICF Coaching in Organizations. Twenty new organizations joined, including Chevron, Maersk, EY Global Coaching Boutique, and Microsoft.

MEMBERSHIP BREAKDOWN BY REGION



HEALTH CARE



TECHNOLOGY



FINANCIAL SERVICES



GOVERNMENT



PROFESSIONAL SERVICES



ACADEMIA

Forging Paths of Excellence

ICF credential-holders have an unwavering dedication to professionalism and ethics. ICF Credentials and Standards has an unwavering dedication to our credential-holders and to serving as an important mark of quality to coaching clients. We find purpose in what we do by recognizing excellence in coaches.

Here are few initiatives we pursued throughout the year to continue raising the bar while also setting coaches up for success:

- Foundation for New Competency Development:** In collaboration with ICF Coaching Education and ICF Research and Data Science, we conducted global job analyses for mentor coaching and coaching supervision. These analyses will establish best practice standards and competencies to guide practitioners in these vital areas.
- Resources for Credential Candidates:** To assist candidates on their credentialing journey, we published comprehensive Candidate Guides, equipping candidates with the tools they need to seamlessly determine their eligibility, prepare application materials, schedule and complete exams, and plan for renewal.

- Exam Pilot to Match ACC Experience:** We launched the ACC Pilot Exam, which was carefully developed to test an ACC candidate’s coaching knowledge. With more than 700 participants, this pilot has set the stage for a new ACC exam.

ADVANCED CERTIFICATION IN TEAM COACHING

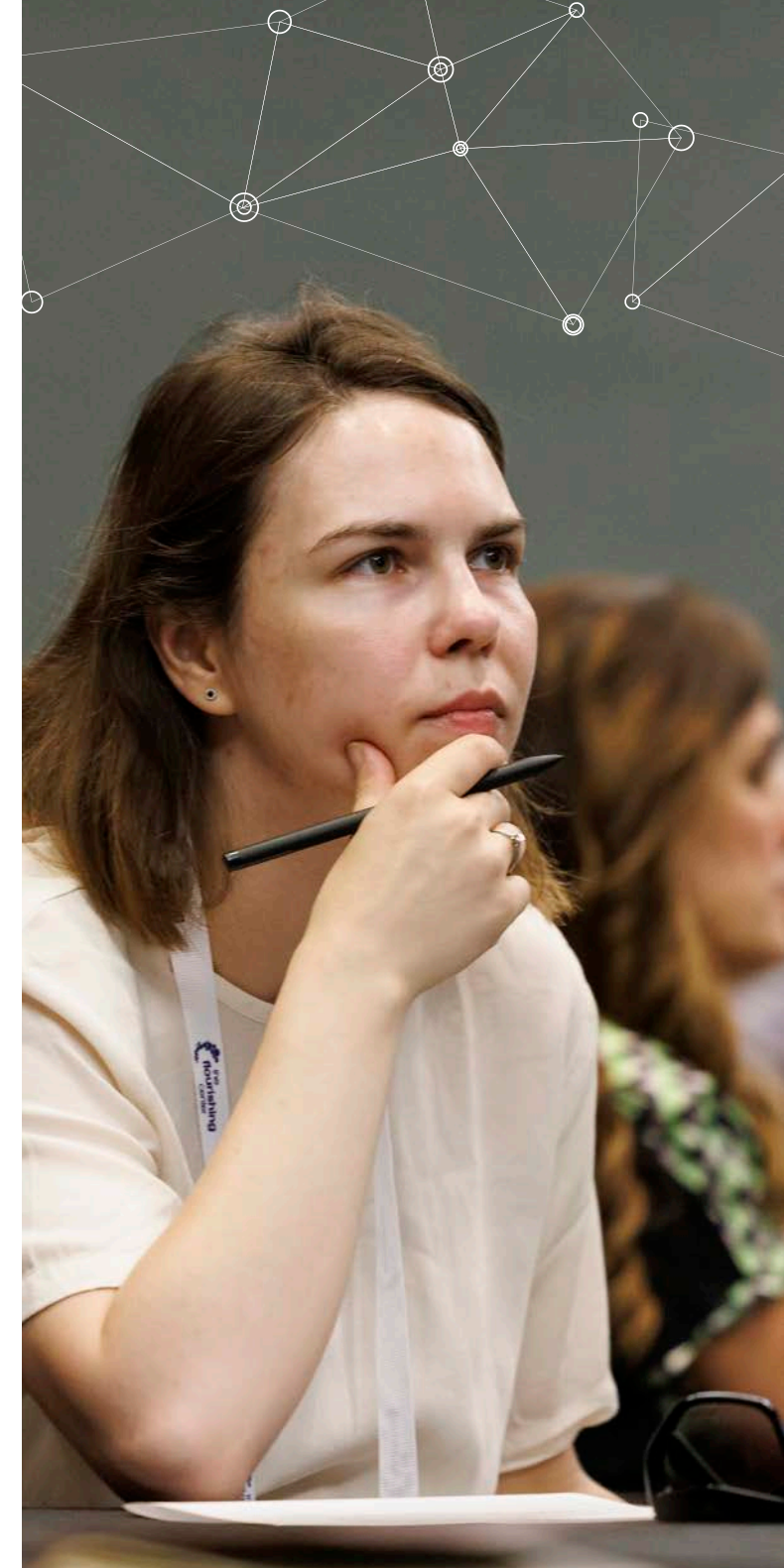
Team coaching is among the fastest-growing disciplines in the profession as more organizations recognize that they must harness their team’s collective talents to thrive. In early 2023, we launched the Advanced Certification in Team Coaching (ACTC), setting rigorous standards to recognize those who demonstrate advanced knowledge, skills, and abilities in team coaching.

Offerings like the ACTC – and the Advanced Accreditation in Team Coaching – are an example of how we continue to lead industry-wide improvements to professional standards, education, and consumer experience. Coaches are now better prepared to work in this complex discipline, and coaching clients can more easily identify coaches with this expertise.



“Credibility. Robust assessment. World class. This certification gives testament to the experience, knowledge, and expertise that I have gained over the years in leading teams to achieve business success, but also as a coach, to partner with the team to maximize their abilities and potential.”

— Choy Kiew Cheong, ACTC, PCC



11,441 New credential applications + 51,988 Credentialed coaches



27,273 ACC COACHES (+3.6% Increase)



22,521 PCC COACHES (+5.9% Increase)



2,204 MCC COACHES (+9% Increase)



347 ACTC COACHES (new offering)



GLOBAL GROWTH + COMMITMENT TO BE THE BEST = COLLECTIVE IMPACT

As more individuals around the world are turning to coaching to transform their lives, more coaches are committing to the gold standard in coaching. In January, our community achieved a first in our history: **50,000 active ICF credential-holders worldwide!**

The number of ICF credential-holders has grown 400% over the last decade. But it's more than just numbers; it reflects the growing impact of coaching worldwide. In 1998, we welcomed the first 34 ICF credential-holders — all of whom were from North America. Today, we are 50,000+ strong, living and working in more than 140 countries and territories in every region of the world.



Empowering Global Change Through Coaching

Together, we are moving the world forward. Through powerful partnerships and the generous support of our donors, the ICF Foundation facilitates transformative coaching experiences, supporting leaders surrounded by conflict while investing in tomorrow's leaders and scaling social impact projects.

SUPPORTING LEADERS AMIDST CONFLICT

When the war in Ukraine broke out, coaching emerged as a beacon of hope. The ICF Foundation, the ICF Ukraine Charter Chapter, and Academy DTEK united to offer executive coaching to 500 leaders across Ukraine and Europe.

Monthly coaching sessions, conducted in English and Ukrainian, allowed these leaders to explore beliefs, values, and aspirations while developing coping strategies, emotional intelligence, and self-care practices.

- 150 ICF coaches donated 1,310 hours (valued at \$393,000 USD).
- Leaders reported significant improvements in coping strategies, communication, productivity, engagement, and operational efficiency.

OPENING DOORS TO COACHING EDUCATION

Access to high-quality coaching education remains out of reach for many worldwide. ICF Foundation Scholarships are breaking down barriers, making sure coaching is available to underrepresented populations. In 2023, we more than doubled the number of scholarships awarded than in the previous year:

- 22 scholarships (+175%) awarded representing recipients in 10 countries (+150%).
- Estimated value of \$102,000 USD (+55%).
- Scholarships are provided in partnership with ICF Coaching Education, ICF Credentials and Standards, ICF Professional Coaches, and ICF accredited providers.

“Receiving the ICF Foundation Scholarship meant a world of opportunity and support for me to pursue my coaching dreams and establish a successful career.”



— Franklin Kamnang Ngansop, (Cameroon), 2023 ICF Foundation Scholarship Recipient

TOGETHER, WE IGNITE MEANINGFUL CHANGE

We are grateful to our generous donors who continue to support the ICF Foundation. All supporters, especially the ICF Foundation Society members who have given \$500+ USD, grant us the ability to expand the number of social impact projects we can offer.

\$15,174 USD

received through the Global Giving Tuesday campaign.

\$102,000 USD

in in-kind contributions raised through scholarships.

\$262,175 USD

total donations received.



“Coaching is a space for bringing people together, promoting communication, trust, openness, and sincerity. I believe coaching is a second international language after English.”

—Alina Sviatnenko, PCC, ICF Ukraine Charter Chapter President



Igniting a World of Impact

When we come together to share the power of coaching, we can ignite meaningful social impact. The Ignite Initiative sparks global change through pro bono and reduced-rate coaching projects that unites ICF chapters, members, and credential-holders to accelerate the United Nations (UN) 2030 agenda.

Last year, 56 Ignite coaching engagements contributed 5,628 coaching hours, valued at approximately \$1,373,232 USD. These engagements helped increase operational efficiency, teamwork, and engagement in organizations transforming humanity and our planet across all 17 United Nations Sustainable Development Goals (UN SDGs).

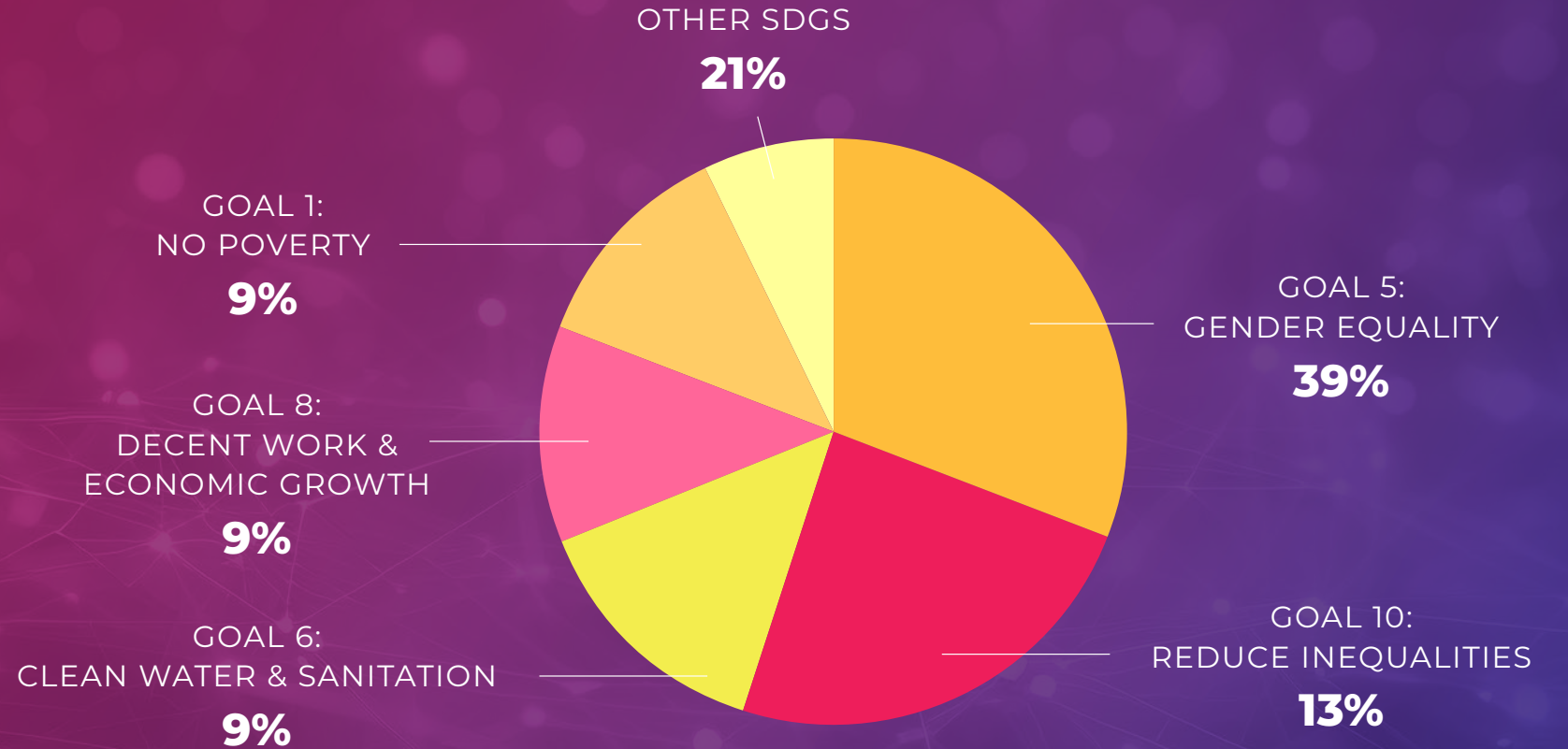
In 2023, the ICF Foundation partnered with:

- **39** ICF chapters to support 56 initiatives.
- **693** ICF credential-holders.
- **938** coaching clients.



THE GLOBAL GOALS

2023 IMPACT REPORT CARD: TOP 5 SUPPORTED UN SDGS



“These Ignite projects are very meaningful to me. Seeing the clients’ development and witnessing their growth is making me humble and a better human being. THANK YOU for the opportunity!”

— Teodora Kamenova, MCC, ICF Bulgaria Chapter Member and Ignite Participant

Uniting Coaches for Growth and Excellence

ICF Professional Coaches is dedicated to empowering our members with the resources they need to achieve continuous growth and excellence. We believe that by enhancing their experiences and providing enriching benefits, we enable them to not only thrive in their careers but also make a profound impact within their local communities. This commitment is reflected in the various initiatives we undertake each year.

NEW GLOBAL SUPPORT TEAM

In October, we launched the Global Operations Team (GOT) to develop and deliver educational resources that support our ICF Professional Coaches team and chapter leaders. These resources focus on applying association best practices to create operational efficiency and consistency, aligning with ICF's mission, vision, and goals. Key topics include governance, marketing and communication, and treasurer best practices to ensure the running of a successful chapter.

INSPIRING ACTIONS + MEASURABLE CHANGE = THE RIPPLE EFFECT

We are torchbearers of transformation. The inspiring actions of chapters in our local communities ripple out into the wider world.

Together, we are transforming societies. In any given year, there are thousands of examples in which [ICF chapters create opportunities for their members](#) to give back and make a substantial positive impact in their communities. Highlights from 2023 include:

- The ICF Oman Chapter hosted the second ICF MENA Conference in Muscat, Oman, collaborating with 8 Middle Eastern chapters and celebrating the 7th Middle East Prism Award for businesses and organizations with strong coaching cultures in the Middle East.
- After years of effort and volunteer work, the ICF Hawaii Chapter was established and now boasts 55 members.
- The ICF Colombia Charter Chapter successfully engaged new coaches and members during an event in Cartagena, and inspired conferences in Argentina, Peru, and Puerto Rico.
- Members of the ICF Hungary Charter Chapter delivered over 1,000 pro bono coaching hours to 100+ organizations.

“In 2023, ICF Professional Coaches served 58,278 professional coaches globally. Our focus was on supporting Chapter Leaders of over 140 chapters worldwide; to drive further global market development in other regions and territories; and aligning with our commitment to exceptional membership experiences and advancing the coaching profession globally.”

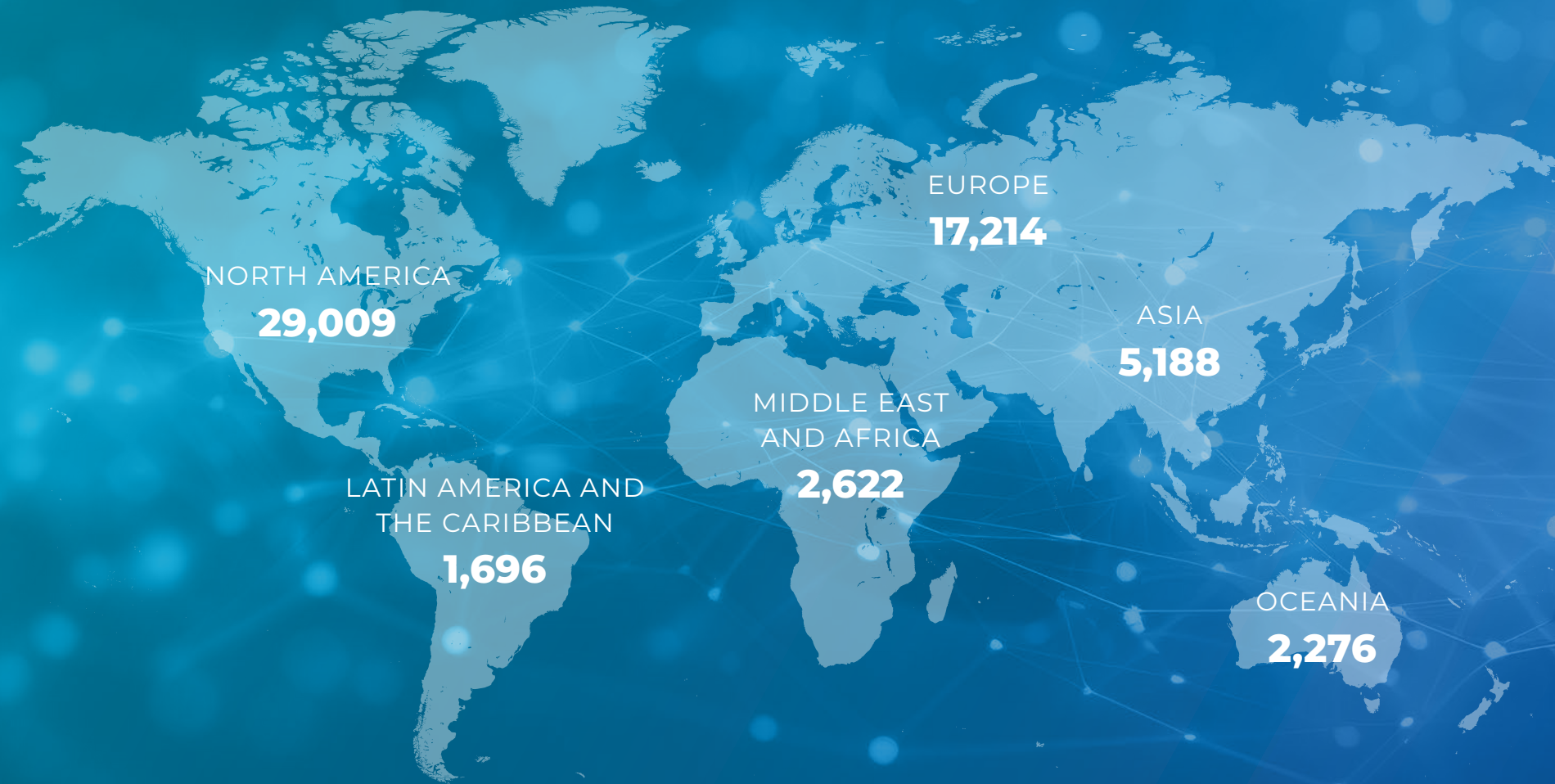


— Jurgita Micallef, PCC, ICF Professional Coaches Board Director



58,278 ICF members

REGIONAL MEMBERSHIP BREAKDOWN



TOP 10 COUNTRIES BY MEMBERSHIP

USA: 23,983	Italy: 1,574
Canada: 5,009	Germany: 1,110
United Kingdom: 4,401	India: 1,053
Australia: 1,935	Singapore: 946
France: 1,715	Ukraine: 836

142 ICF chapters

121 Charter chapters
21 Non-chartered chapters

REGIONAL CHAPTER BREAKDOWN

58	North America
33	Europe
17	Asia
17	Middle East and Africa
16	Latin America and the Caribbean
1	Oceania



Embracing Forward-Thinking Approaches for Greater Impact

In our ever-evolving world, the ICF Thought Leadership Institute initiates forward-thinking approaches to help reinvent coaching's role in promoting societal well-being and human development. By leveraging the collective wisdom of experts and disseminating future-forward thinking, we support a future where coaching can shape a better world.

ADDRESSING THE LANDSCAPES OF TOMORROW

Inspiring dialogue. Sparking innovation. Leading the trajectory of coaching. We set out to accomplish these three things with our content. To do so, we must continually approach all we do with a futuristic lens. After identifying emerging needs within the coaching community, we strategically shifted the focus of our content creation in 2023 to look toward the "Future of Coaching." Within this content collection, we address emerging trends and challenges, such as artificial intelligence (AI) and digital coaching in the coaching landscape, modeling the way for innovative and forward-thinking approaches.

In addition, we published the Future of Work and Future of Planetary Ecology collections.

From these three collections, 60 total articles were published, covering diverse topics such as reflections, spotlights, and resources. The articles were informed by insights from 34 Wisdom Weavers, or global experts who confront the pressing questions of our day in the spirit of openness and curiosity.

GROUNDBREAKING COACHING TOOL TO NAVIGATE DISRUPTION

In October, we published the revolutionary [Futures Thinking Framework](#), a powerful tool for coaches to navigate disruption and guide clients in mitigating risks while seizing opportunities. This multidisciplinary tool equips professional coaches to help them expand their awareness to embrace contemporary thinking, anticipate relevant trends, and facilitate informed decision-making.

AN ELEVATED DIGITAL LIBRARY EXPERIENCE

We made significant upgrades to the [Global Digital Library](#), including content expansion, user experience enhancements, structural improvements, and the addition of interactive features.

WHAT USERS SAY ABOUT THE GLOBAL DIGITAL LIBRARY

"It promotes knowledge, personal growth, empowerment, and community engagement."

"Diverse perspectives."

"Varied and interesting content."

"Easy access to diverse areas of knowledge, portability, contemporary articles."

"The ease of finding information."



FINANCIAL OVERVIEW

The 2023 financial audit will take place in the fall of 2024, and the financial report will be posted to the [ICF website](#) when it is complete.

2023 Global Boards

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ICF Thought Leadership Institute Representative

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ICF Coaching Education Representative

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Ex Officio

ICF Global Board Chair (Dumisani Magadla, PCC, PhD, in 2023) and CEO Magdalena Nowicka Mook are ex officio members of ALL family organization boards (though not listed on each board above).

**Not all board members completed their terms.*



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Additional support in the areas of technology, finance, human resources, and membership services is provided by Associations International, LLC, shared staff members.





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