

2024 Annual Report

Empowering *Change*. Inspiring *Futures*.



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Empowering Change. Inspiring Futures.

Dear ICF Community,

As we reflect on the transformative year of 2024, we are energized by the progress we've made together. It is a testament to our shared commitment to **empowering change and inspiring futures**. What we accomplished together this year is more than a list of milestones to celebrate. It is a blueprint for how we continue to elevate coaching and champion a thriving global community.

Through collaboration, innovation, and purpose, we've continued to strengthen the coaching profession and expand its global reach and impact.

From launching ICF Engage to growing Member Resource Groups to enhancing support for chapter leaders, coach educators, and other key stakeholders across the ICF ecosystem, we've created more meaningful spaces for connection, learning, and empowerment.

Our ongoing review of the ICF Code of Ethics and Core Competencies reaffirms our unwavering commitment to integrity, relevance, and excellence — ensuring our

standards evolve with the profession while remaining grounded in evidence-based practice and the highest ethical principles.

This year also marked a bold step forward in how we communicate the power of coaching to the world. Through a refreshed brand and strategic initiatives, we've made coaching an even more compelling force for change — one that's inspiring individuals, organizations, and communities to reach their fullest potential.

We also embraced the future of coaching with the launch of the ICF AI Coaching Framework and Standards — a timely resource designed to help coaches confidently navigate the opportunities and challenges of emerging technologies.

At the heart of everything we do is a belief in the power of people — in you. You are the reason coaching continues to grow in impact and influence. Together, we are weaving coaching into the fabric of society and preparing the profession for generations to come.

As we look ahead, we remain excited about the endless possibilities for coaching's role in global transformation. With your ongoing support, we will continue to build a future where coaching

empowers individuals and organizations to thrive, and where the profession's impact extends to every corner of the world.

We hope you continue to grow, transform, and make an impact with us!



Magdalena Mook

Magdalena Nowicka Mook
CEO, ICF



DMagadlela

Dumisani Magadlela, PCC, PhD
2024 ICF Global Board Chair

One ICF

AT A GLANCE



ICF COACHING EDUCATION

3,463

ICF Accredited Providers
(+13% increase from 2023)

2,064

New Accreditation
Applications
(+5% increase from 2023)

ICF COACHING IN ORGANIZATIONS

66

Member Organizations
(+3% increase from 2023)

1,198

Member Representatives
(-2% decrease from 2023)

ICF CREDENTIALS AND STANDARDS

56,667

ICF Credential-Holders
(+9% increase from 2023)

12,986

New Credential
Applications
(+13.5% increase from 2023)

ICF FOUNDATION

4,946

Donations

\$208,660

USD Received

ICF PROFESSIONAL COACHES

60,741

Members

(+4% increase from 2023)

141

ICF Chapters

(-1% decrease from 2023)

ICF THOUGHT LEADERSHIP INSTITUTE

6,538

Newsletter Subscribers

(+61% increase from 2023)

16

Wisdom Weavers

ONE ICF

ICF Engage

Connecting a Global Community

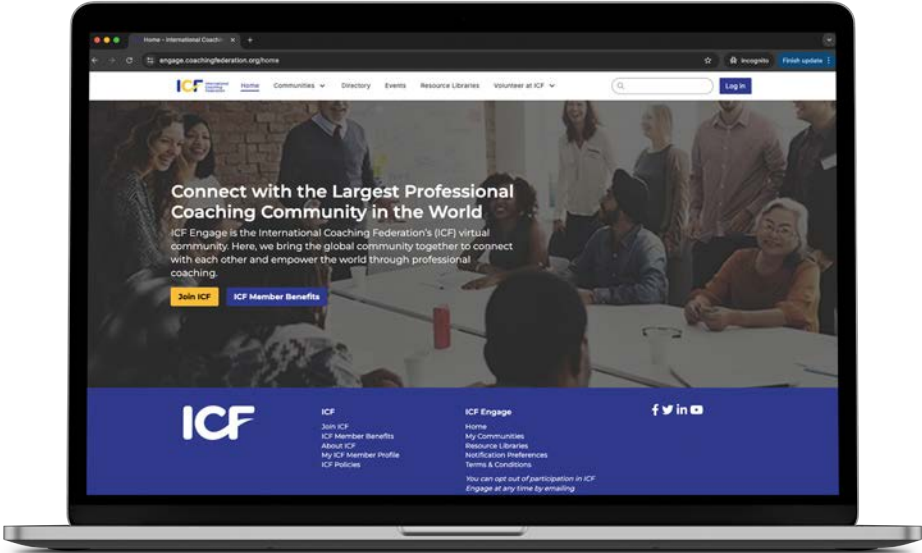
Launched in April 2024, **ICF Engage** is our online community platform designed to bring together members, educators, volunteers, and other stakeholders from across the ICF ecosystem. More than a forum, Engage is a global gathering place where ideas flourish, relationships grow, and coaching advances.

With 24/7 access, ICF Engage puts the power of the world's largest coaching community at your fingertips — anytime, anywhere. Whether you're seeking insights, asking questions, exploring trends, or simply connecting with fellow professionals, Engage makes it easy to find your people and expand your impact.

Who's Part of the Conversation?

- ICF members, including those in Communities of Practice and Member Resource Groups, can engage in rich, topic-specific discussions and connect across shared interests.
- ICF-accredited coaching education providers have a dedicated space to exchange best practices, access resources, and deepen professional development through collaborative dialogue.
- ICF Coaching in Organizations member representatives can interact with one another to explore organizational coaching trends and contribute to a growing body of practice.
- Chapter leaders and volunteers can share insights, challenges, and solutions with peers in similar roles, strengthening local leadership through shared experience.

ICF Engage is more than a platform — it's a reflection of our commitment to fostering a truly connected coaching community. Together, we're building a space where every voice matters and every contribution moves the profession forward.



First-year engagement numbers:

- **15,630** First-time logins.
- **1,954** Average first-time logins per month.
- **57** Events hosted.
- **15,766** Document views.
- **8,527** Document downloads.
- **201** Communities.
- **3,259** Discussion posts.



*“The launch of ICF Engage has been a powerful step toward building community on a global scale. The platform creates **an inclusive space for chapters, members, and interest groups to build relationships and share insights across the globe.** The engagement we’ve seen on ICF Engage reflects the desire our members and chapters have for meaningful interaction, collaboration, and support in alignment with ICF’s values and our mission to advance coaching excellence, impact, and value worldwide.”*

— Tonya Echols, PCC (USA), 2024 ICF Professional Coaches Board Chair

ONE ICF

Global Recognition

Where Excellence Meets Impact

Last year, our commitment to innovation and quality earned one of the highest honors in the association world: the **American Society of Association Executives (ASAE) Power of Association Silver Awards** — a celebration of our work and the communities it serves.

2024 Awarded Initiatives:

- **Evolution of ICF Accreditation:** Led by ICF Coaching Education, this initiative aligned accreditation standards across coaching education to meet the needs of a rapidly evolving industry.
- **Future Is Coaching Resource Guides:** Developed by ICF Coaching Education and the ICF Thought Leadership Institute, these guides provide practical tools to support coach educators in developing future-ready coaches prepared to navigate the changing coaching landscape.
- **Impact of Coaching on Leadership:** From August 2022 to December 2023, the ICF Foundation, ICF Ukraine Chapter, and Academy D.TEK partnered to offer executive coaching to leaders across Ukraine and Europe. More than 150 coaches delivered \$393,000 USD in pro bono services, enhancing resilience, communication, and operational effectiveness.

These prestigious awards underscore our ongoing commitment to excellence and reinforce ICF's role as a global leader in coaching — setting the standard, driving innovation, and empowering coaches and communities worldwide.



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

Volunteer Hours

The dedication of our volunteers fuels ICF's global impact. We're deeply grateful to this passionate community who generously share their time and talent to elevate the coaching profession worldwide.

Together, they contributed **838,818 hours** — a powerful testament to our collective commitment.

While all volunteer contributions are invaluable, we're proud to recognize that the **ICF Foundation alone contributed 107,136 hours — equating to over \$26 million USD** in pro bono coaching and service. This figure was calculated using the average one-hour coaching session fee of \$244 USD, as reported in the 2023 ICF *Global Coaching Study*.

This extraordinary generosity reflects the heart of our mission and the strength of our global coaching community.

2024 Reported Volunteer Hours

Family Organization/Department	Total Annual Hours
ICF Coaching Education	65,772
ICF Coaching in Organizations	12,177
ICF Credentials & Standards	79,569
ICF Foundation	107,136
ICF Professional Coaches	269,865
ICF Thought Leadership Institute	20,736
Awards	720
Global Boards	30,555
Diversity, Equity, Inclusion, & Belonging	60,480
Ethics, Policy, & Compliance	77,760
Learning & Development	114,048
TOTAL HOURS	838,818



ONE ICF

AI Coaching Framework and Standards

Artificial intelligence is no longer a distant concept. From AI-assisted tools to digital coaching platforms, technology is transforming how coaching is delivered and accessed — expanding the profession's potential in powerful new ways.

To ensure this evolution is grounded in ethics, integrity, and impact, ICF has taken a proactive leadership role with the release of the *ICF Artificial Intelligence Coaching Framework and Standards* — the result of nearly four years of collaboration between experienced coaches and developers. This comprehensive framework provides guidance on key issues such as ethics, data privacy, and responsible use, supporting coaches, clients, organizations, and software developers alike.

As part of this initiative, we also introduced two complementary resources: practical examples and key questions stakeholders should ask when creating or selecting an AI system. Together, these tools support thoughtful decision-making across the coaching ecosystem.

The goal behind this work is clear: to empower stakeholders to embrace new tools while navigating the future of coaching with clarity and confidence. As AI becomes more integrated into our profession, ICF remains focused on supporting innovation that enhances — rather than replaces — human connection.

By leading the conversation on responsible AI in coaching, we are shaping a future where technology and humanity work in synergy, unlocking possibilities neither could achieve alone.



AWARDS

Inspiring Transformational Change

ICF Coaching Impact Awards

Real change doesn't come from louder voices — it comes from deeper connections. And lasting impact is built on meaningful progress. The ICF Coaching Impact Awards celebrate those sparking this change — individuals and organizations using coaching to elevate workplaces, uplift lives, and strengthen communities worldwide. Now in their second year, these awards spotlight those driving real difference with measurable results.

New for 2024, we launched the **Social Impact** category to recognize the transformative ways coaching uplifts communities across the globe. Plus, this year's award recipients gathered in Athens, Greece, for a special celebration and an opportunity to share their powerful stories. Their experiences showcase the heart of our profession and show the ripple effect of coaching in action.

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

Coaching Education Winners

- **Distinguished Coaching Education Provider:** Erickson Coaching International (Canada, Global)
- **Distinguished Coach Educator:** Priya Ramesh, ACTC, MCC (India)
- **Emerging Coach Educator:** Shariann Tom, PCC (USA)

[Meet the 2024 Coaching Education winners.](#)

Organizations Winners

- **Distinguished Organization:** University of Texas MD Anderson Cancer Center (USA)
- **Emerging Organization:** AEON Vietnam (Vietnam)

[Get to know the 2024 Organizations award winners.](#)

Professional Coaches Winners

- **Distinguished Coach:** Vijayalakshmi S., ACTC, MCC (India)
- **Accomplished Coach:** Ken Ng Kien Mun, PCC (Malaysia)
- **Emerging Coach:** Koushik Chatterjee, ACC (India)

[Learn more about the Professional Coaches winners.](#)

Social Impact Winners

- **Distinguished Coaching Catalyst:** Comunidad y Servicio Newfield Network Foundation (Chile, Latin America)
- **Distinguished Coaching Catalyst:** Refugee JumpStart Coaching (Greece, USA, Global)

[Meet the winners of the newly added Social Impact category.](#)

ICF Chapter Recognition Awards

Big visions need strong roots.

Global social impact sprouts from local chapter leaders and members who drive the coaching profession forward through collaboration, learning, and shared purpose.

In two virtual ceremonies, we honored 10 ICF chapters from around the world, recognizing their exceptional efforts to advance coaching in their communities. Each award-winning chapter received a \$500 USD donation to support a charitable organization of their choice — because impact inspires more impact.

2023 Chapter Recognition Award Winners:

- | | |
|-------------------|-------------------|
| • ICF Australasia | • ICF Panamá |
| • ICF Brazil | • ICF Québec |
| • ICF Los Angeles | • ICF Romania |
| • ICF Mumbai | • ICF Singapore |
| • ICF North Texas | • ICF Switzerland |

Special Mention: ICF Ukraine for their outstanding dedication and work.

Chapter honorees were selected based on their annual chapter activity reports and evaluated against ICF's high-performance criteria. These chapters consistently go above and beyond — elevating coaching, exceeding expectations, and changing lives.



“The Coaching Impact Distinguished Coach Award may seemingly be an award that honors and celebrates the contribution of an individual professional coach. But to me, it’s an award that is all about the collective coaching force. It takes a village to raise a child, it takes an ecosystem to make a coach — a really good coach!”

— Vijayalakshmi S., ACTC, MCC (India)

COMMUNICATIONS, MARKETING, & PR

A Bold Voice for an Inspiring Future

At ICF, we've always believed that coaching has the power to change lives — and the world. In 2024, we took bold action to ensure how we communicate reflects that belief. After hundreds of hours of research, we didn't just refresh our messaging — we reimagined how we show up, speak out, and spark connection. We're redefining coaching not just as a process, but as a transformative mindset. Rooted in forward thinking, excellence, and humanity, our voice now reflects the bold, inclusive future we're building — one that empowers individuals and strengthens society.

Championing Our Brand Initiative

Big Voice. Bigger Vision. Same Values.

To shape the future of coaching, we can't do it alone. That's why we launched the **ICF Brand Champions** program — an 18-month initiative that activated a vibrant community of ambassadors from across our ecosystem: dedicated members, staff, and volunteer leaders.

These passionate brand champions played a vital role by:

- Creating and sharing content that echoed our new energy.
- Participating in ICF events and contributing their insights to planning initiatives.
- Helping us measure brand impact within our coaching community.
- Staying informed — and keeping others informed of key ICF news and initiatives.

Their energy amplified our brand voice and enriched the fabric of our community. Together, we're not just transforming coaching — we're transforming lives.

WEBSITE

3,638,910

coachingfederation.org visitors (+11%)

SOCIAL INTERACTIONS

826,361

(+278% from 218,592 in 2023)

17 million impressions across all channels in 2024.

SOCIAL MEDIA

-  **LinkedIn: 321,295 followers** (+17%)
-  **Instagram: 45,832 followers** (+16%)
-  **Facebook: 123,827 followers** (+2.8%)
-  **X/Twitter: 32,634 followers** (-1.2%)
-  **YouTube: 42,400 followers** (+12.2%)

MEDIA MENTIONS

8,771



DIVERSITY, EQUITY, INCLUSION, & BELONGING

Building a Future Where Everyone Can Thrive

A world without diversity is like an orchestra missing half its instruments — the sound is flat; the potential is muted. Just as every instrument adds richness to the music, every identity brings unique value to the coaching profession. When every voice is heard, honored, and included, the global coaching profession creates a harmony that resonates globally.

Creating Space, Building Belonging

Our Member Resource Groups (MRGs) provide safe, vibrant spaces where members connect, share challenges, and strengthen their collective voice.

In 2024, we introduced the International Military Veterans MRG, which was inspired by suggestions from our members, staff, and allies. This new group offers a dedicated environment where veterans in the coaching community — and anyone passionate about supporting them — can exchange insights and uplift one another.

2024 Member Resource Groups

- 185 BIPOC (Black, Indigenous, People of Color) Members
- 15 International Military Veterans Members
- 62 Persons With Disabilities Members
- 89 Young Professionals Members

Restructuring for Impact: The Global Diversity Council

To better reflect and represent the vibrant tapestry of our community, we restructured our Global Diversity Council. A diverse group from across the ICF ecosystem meets bimonthly with updated goals that align with ICF's DEIB strategy, collaborating with the DEIB department and broader ecosystem to drive meaningful progress. This new structure strengthens collaboration, fosters innovation, and enhances our collective impact.

Strengthening Connections + Amplifying Voices

Before each performance, the orchestra tunes. And we are constantly tuning, listening, adjusting, and learning. We met with members in real time online to share tools and resources, to engage in conversations that enhance diversity intelligence, and to create opportunities for our team to hear what work still needs to be done. These essential moments ensure we're not just playing the right notes, but that we're playing in harmony.

Throughout the year, we deepened engagement with ICF chapters and members worldwide, creating space for honest dialogue, shared learning, and greater inclusion. Through live online sessions, we offered tools, resources, and conversations designed to grow diversity

intelligence and ensure member voices shape our ongoing work. Every touchpoint brought us closer to a more inclusive, connected ICF community.

Highlights Include:

- 2 DEIB Toolkit presentations to chapter leaders.
- 4 DEIB Panel discussions.
- 8 DEIB workshops to ICF chapters.
- **An Ask-Me-Anything DEIB video series** on social media.
- Interviews with MRG users and chapter leaders in November 2024, which resulted in an **increase of volunteers by 50 percent.**
- **26 members volunteered** as DEIB facilitators, chapter champions, and MRG leaders.



ETHICS, POLICY, & COMPLIANCE

Steering Through Change With a Steady Ethical Compass

In today’s fast-moving world, ethics are more than a guideline — they’re a compass keeping us on course and guiding our direction. ICF’s commitment to integrity helps coaches move forward with clarity, courage, and care. Without it, we risk drifting off course. In these dynamic times, the ICF Code of Ethics empowers our members to navigate change while upholding the highest standards. Today’s challenges can feel unprecedented, but since ICF’s founding, we have been committed to staying ahead of the curve, diligently addressing emerging issues to support our coaching community.

ICF Code of Ethics Review Completed

Ethics + Accountability + Review = Integrity in Action

Every three years, we pause and recalibrate. In 2024, a dedicated team of members, credential-holders, and stakeholders from across the globe completed a comprehensive review of the Code — testing its relevance, rigor, and resonance with our global community. The most recent review, completed by 14 individuals from 12 countries, spanned 15 months of thoughtful dialogue and collaboration. Their collective efforts culminated in October 2024, when the ICF Global Board approved the revised ICF Code of Ethics, which took effect in April 2025.

This important work helped ensure our ethical standards remain clear, current, and globally consistent. We are deeply grateful to the following volunteers whose time, wisdom, and dedication continue to strengthen and safeguard the coaching profession worldwide.

Code Review Steering Committee: Carrie Doubts, PCC; Sue McMahon, PCC; and Gürkan Sarıoğlu, PCC.

Code Review Leadership Team: Jürgen Bache; Lola Chetti, MCC; and Cathy Liska, MCC.

Code Review Team: Robin Altman, PCC; Michael Brazzel, PCC; Cecilia Engquist, PCC; Angela Gaehtgens, PCC; Anita Gupta, MCC; Lois Hanshaw, ACC; Chia-Lin Ho, PCC; Hans Laustsen, PCC; Kate Miller, PCC; Adrijana Milosavljevic, ACTC, MCC; and Norma Nielsen, PCC.

Ethical Conduct and Compliance Report

Upholding the highest ethical standards is a priority for our members and credential-holders worldwide. We take our shared commitment to ethics seriously and rely on our Ethical Conduct Review (ECR) process, Accreditation Complaint process, and intellectual property management activities to help promote the integrity of the coaching profession and the ICF brand. The [2024 Ethical Conduct and Compliance Report](#) provides an overview of these activities.

“Ethical behavior arises from a genuine willingness and ability to reflect on how our actions affect those we coach. Without this deeper consideration, we risk merely following rules to avoid consequences rather than truly upholding ethical standards.”

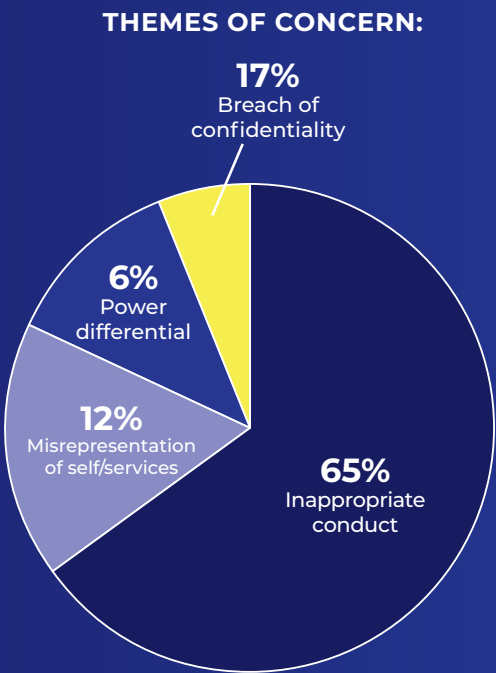
— Carrie Hopkins-Doubts, Independent Review Board (IRB), Code Review Team

The ECR at Work
19 ethical complaints filed via the ECR (+20%)

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

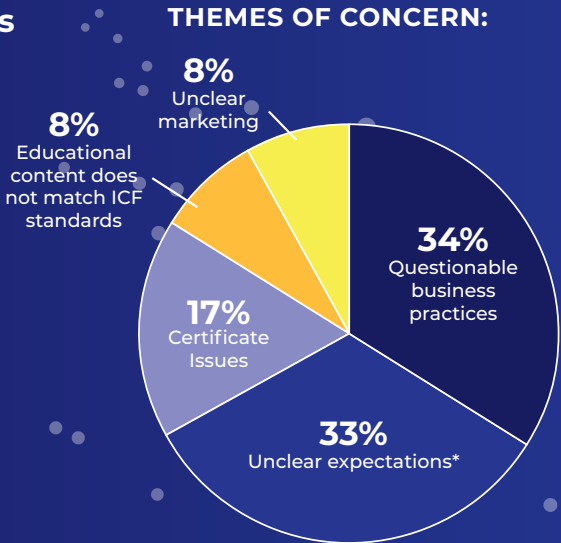
7 Complaints did not move past the initial review phase due to lack of evidence of an alleged breach of the ICF Code of Ethics.

6 Complaints administered by the IRB.



Accreditation Complaints
21 complaints were filed against ICF-accredited providers in 2024.

In 2024, no ICF-accredited providers lost their accreditation status.



*Service didn’t meet expectation of students, students didn’t meet expectation of trainers, etc.

LEARNING AND DEVELOPMENT, EVENTS, & VOLUNTEER ENGAGEMENT

Inspiring Futures With Knowledge

The possibilities for client transformation expand exponentially when coaches have access to the right tools. In 2024, ICF curated a dynamic range of resources — from interactive training sessions to on-demand content — all designed to support coaching excellence and foster thriving communities worldwide.

ICF Business Development Series

When your toolbox is stocked, your impact multiplies. The 2024 ICF Business Development Series (BDS) gave coaches the strategies and confidence to attract clients, boost visibility, and streamline business tasks — giving them more time to focus on what they love most: coaching.

With two dynamic tracks — **Core** for newer coaches and **Advanced** for more established — 300+ participants from more than 30 countries joined the live learning experience, 4.5% of which were students actively enrolled in coaching education programs. Self-study packages remain available for continued learning.

International Coaching Week

Coaching is a game-changer — transforming how people lead, work, and thrive in their communities. International Coaching Week is our chance to unleash its power on a global scale. In 2024, ICF members, credential-holders, and chapters hosted 1,635 events — from

pro bono sessions and panel discussions to workshops and webinars — reaching more than 35,000 participants across 137 countries and 32 languages. It was a powerful demonstration of coaching’s universal impact and the incredible reach of our global community.

ICF Global Leaders Forum

At the 2024 ICF Global Leaders Forum (GLF), 632 ICF chapter leaders and volunteers from around the world enrolled in the event, coming together to inspire connection, collaboration, and a shared vision for coaching’s future. Focused on building inclusive, engaged teams, the event explored personal leadership, social connection, and strategies that foster belonging. With nearly double the attendance of the previous year, GLF 2024 was a powerful reminder that when leaders unite, they don’t just strengthen ICF — they elevate the coaching profession and its impact on the world.

ICF Communities of Practice

ICF Communities of Practice (CPs) foster collaboration and continuous learning, helping coaches **stay at the forefront of the profession** while building meaningful connections with peers around the world. These communities offer opportunities to share best practices, explore emerging trends, and exchange valuable tools and insights.

ICF Communities of Practice (CPs) at a Glance:

- 9 active Communities of Practice.
- 36,534 registrants.

Learning Opportunities

- 37 live practice-focused webinars.
- 4 live research-focused webinars.
- 63 Resource Development CCE credits available.
- 41.75 Core Competency CCE credits available.
- 16,115 Total attendees who completed sessions.

Community Participation by Topic

- Executive & Leadership: 6,242
- Health & Wellness: 4,687
- Team & Group: 4,632
- Coaching Science: 4,588
- Career: 4,260
- Life Vision & Enhancement (LVE): 3,314
- Internal Coaching: 3,128
- Ethics: 2,943
- Supervision: 2,740

“I am filled with so much gratitude that I decided to attend this webinar in person! Thank you for organizing these meaningful learning opportunities. Time so well spent on reflection and learning at all levels. It’s my very first course — so I’m excited to learn more and be a better coach. This was so inspirational and informative! Thank you all!”

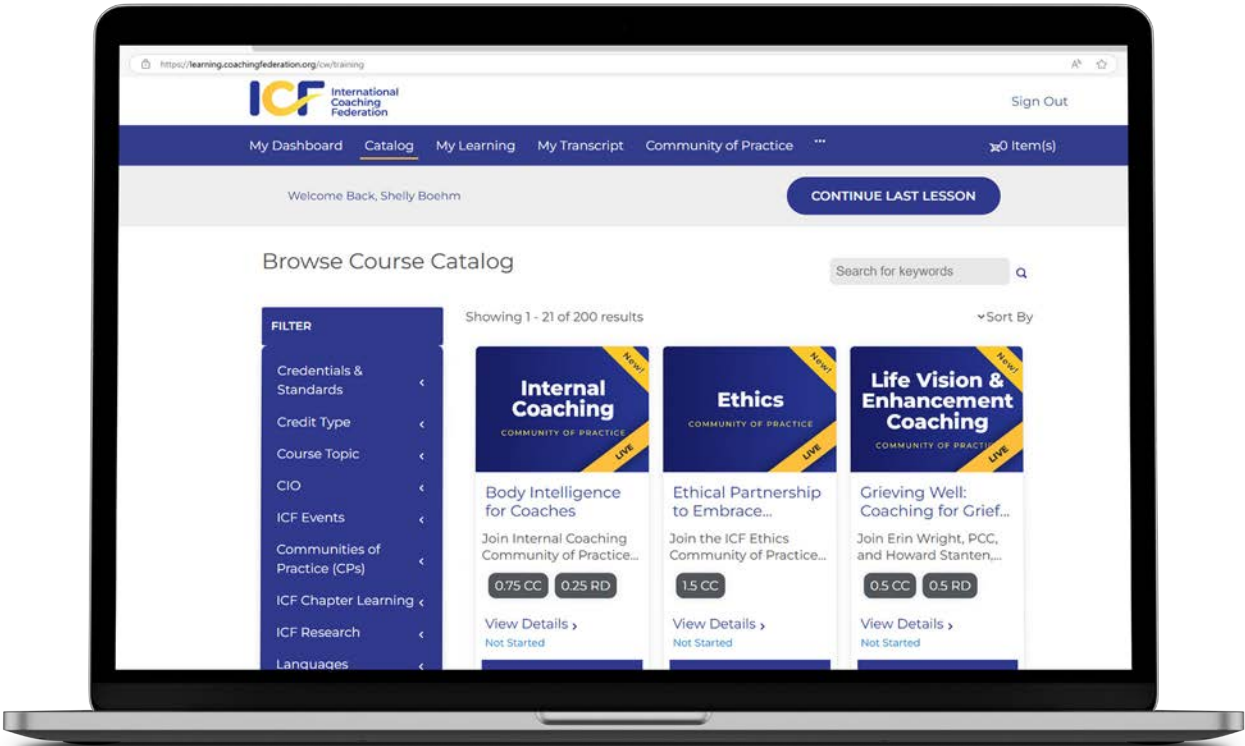
— Laura Isabella, ACC (Canada)

LEARNING AND DEVELOPMENT, EVENTS, & VOLUNTEER ENGAGEMENT

The ICF Learning Portal: Growth in Every Click

Coaches never stop growing — and neither does the ICF Learning Portal.

- New Courses: **64**
- Course Enrollment: **23% increase.**
- Global Accessibility — Live translation provided via Wordly.
 - **918** Attendees accessed translation.
 - Content translated into **157** languages, including multiple dialects.
- Continuing Coach Education (CCE) credits claimed in 2024:
 - **30,199** Resource Development CCE credits.
 - **74,321** Core Competency CCE credits.
 - **37,617** Coaching Ethics CCE credits.



RESEARCH & DATA SCIENCE

Turning Data into Direction. Insight into Action

We believe that while intuition sparks possibility, facts fuel progress. Our industry-leading research goes beyond simply collecting numbers; it transforms them into narratives that empower our stakeholders.

2024 ICF Coaching Snapshot: Coaching and Mental Well-Being

Mental well-being may be invisible – but it holds everything up. Like the foundation beneath a towering building, it’s essential to lasting strength and resilience. In today’s pressure-filled world, stress, burnout, and overwhelm can shake even the strongest structures. Coaching can be the scaffolding that supports people when their resilience is shaken or if they need to rebuild.

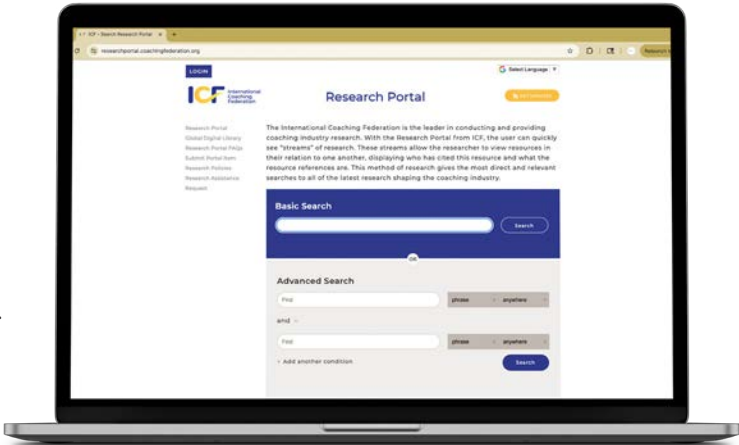
ICF conducted the 2024 ICF Coaching Snapshot: Coaching and Mental Well-Being to better understand how coaches are responding to this growing need and to equip them with the knowledge to meet this moment and shape what’s next.

By the Numbers

- 10,039 valid survey responses with 147 countries represented.
- 85% of coaches are fielding requests for mental well-being support.
- 72% want to improve their impact, grow their tools, and expand their services.
- 44% have referred clients to therapists or medical professionals.

Survey Key Takeaways

- **Top contributor to poor mental well-being:** Career and business-related challenges.
- **Most used techniques:** Mindfulness, visualization, and meditation.
- **Most effective, but least used strategies:**
 - Self-reflection, self-growth, and self-care – used by only 6% of coaches.
 - Tailored, individualized strategies – used by just 5% of coaches.



Research Portal

- 12,249 Searches.
- 330,571 Stream views.
- 626,406 PDF file displays and downloads.
- 356,655 Reference file displays and downloads.

Research Assistance

- 3,494 Coaches in the research panel.
- 5 Research assistance requests.



STRATEGIC ALLIANCES

Amplifying Impact Through Partnerships

Big change doesn't happen alone — it's built through bold collaboration. That's why strategic partnerships are essential to how we expand the impact of professional coaching. In 2024, we strengthened our roots and branched out by deepening our existing partnerships and forging new relationships with organizations that share our mission to drive meaningful global transformation.

Building Partnerships to Drive Global Transformation

This past year, we enhanced existing partnerships and established alliances with numerous professional organizations including:

- Association of Change Management Professionals (ACMP).
- Institute of Management Accountants (IMA).
- Organization Development Network (OD Network).
- Indian Society for Training and Development (ISTD Delhi).
- World Federation of People Management Associations (WFPMA).
- Toastmasters International (TI).

These connections open doors for knowledge exchange, collaborative innovation, and broader access to coaching's positive ripple effect.

Spotlighting Coaching on Global Stages

Through third-party sponsorships, we brought the power of coaching to life across the globe. From delivering coaching

sessions and judging industry awards to taking the stage with powerful keynote and panel presentations, we shared the impact of coaching at numerous online and in-person events, including:

- Coach Change™ 2024.
- Coaching Culture Circle Conference.
- HR Congress Horizon Summit.
- Leaders and Coaches of Asia.
- NYU Coaching and Technology Summit.
- AMEDIRH (Mexican HR Association).
- Association of Training and Development (ATD).

Inspiring Social Change, One Partnership at a Time

Addressing complex challenges like mental well-being and climate change demands collective action. We continued to collaborate with organizations driving social good — including the International Positive Psychology Association (IPPA), ADHD Coaches Organization, and the National Board of Health and Wellness Coaches — to improve education, access, and application.

We also stood firm in our climate commitment. ICF remained committed to inspiring individuals and organizations to act to reduce humankind's climate impact. Through our continued involvement with the Joint Global Statement Group on Climate and Ecodiversity, ICF helped provide tools, elevate conversations, and inspire sustainable action across sectors.





Education That Transforms. Standards That Inspire

At ICF, we believe that setting high standards, taking a strategic approach, and offering meaningful support is the winning formula for advancing top-tier, relevant coaching education programs.

Last year, this formula came to life through initiatives like the new ICF Coach Educator Competency Model, award-winning educational resources, and the establishment of our first Accreditation Advisory Committee.

Together, these efforts reflect our commitment to raise the bar on education by setting new benchmarks, celebrating excellence, and delivering tools to empower our coach educators to lift the profession to new levels and inspire the next generation of coaches.

A New Standard: ICF Coach Educator Competency Model

Great coaches start with a great education.

Last year, we introduced the ICF Coach Educator Competency Model. This first-of-its-kind framework outlines clear, actionable expectations for coach educators around the world. Think of it as a blueprint for excellence. Designed to ensure consistent, best-

in-class coaching instruction, this model elevates coaching education programs to meet the ever-evolving needs of the coaching profession.

We didn't stop there. Together with ICF Credentials and Standards and ICF Research, we also released the ICF Mentor Coaching and ICF Coaching Supervision models. These innovative models encourage coaches and mentors alike to continuously grow, uphold the highest ethical standards, and cultivate insightful self-awareness.

New Accreditation Advisory Committee

2024 also marked the launch of ICF's Accreditation Advisory Committee. Comprised of coaches and educators from around the world, the committee works to ensure our accreditation policies and standards remain rigorous, responsive, and aligned with global best practices. The committee provides insight and guidance to uphold the integrity and impact of ICF accredited programs worldwide.



ICF COACHING EDUCATION

3,463 Total accredited providers

 **877** Level 1 Providers

 **656** Level 2 Providers

 **56** Level 3 Providers

 **114** Advanced Accreditation in Team Coaching (AATC) Providers

 **1,760** Continuing Coach Education (CCE) Providers





Transforming Workplaces From the Inside Out

At a time when fatigue, skills gaps, and worker disengagement are at an all-time high, organizations with coaching initiatives have discovered a source of employee engagement and satisfaction. ICF Coaching in Organizations has helped businesses cultivate meaningful change by establishing or expanding coaching cultures that nourish both people and performance.

Clarify. Connect. Catalyze.

We don't just talk about the power of coaching cultures — we walk alongside organizations of all sizes on their transformative journey. By meeting organizations where they are, whether it's planting the first seeds of coaching or scaling a thriving culture, we help clarify their vision, share proven strategies, and equip them to lead with intention. In 2024, we helped organizations move from aspiration to activation by deepening our support and expanding our reach and resources by offering a dynamic slate of programming designed to support and inspire coaching leaders, such as:

- **Cultivating Coaching Cultures Case Study Library:** This new series featured thought-provoking interviews with leaders who shared how coaching addresses organizational challenges.
- **Deep Dive sessions:** Hosted 12 sessions on timely, critical topics — from team coaching to return on investment (ROI) — making space for honest conversations, the exchange of best practices, and shared growth.

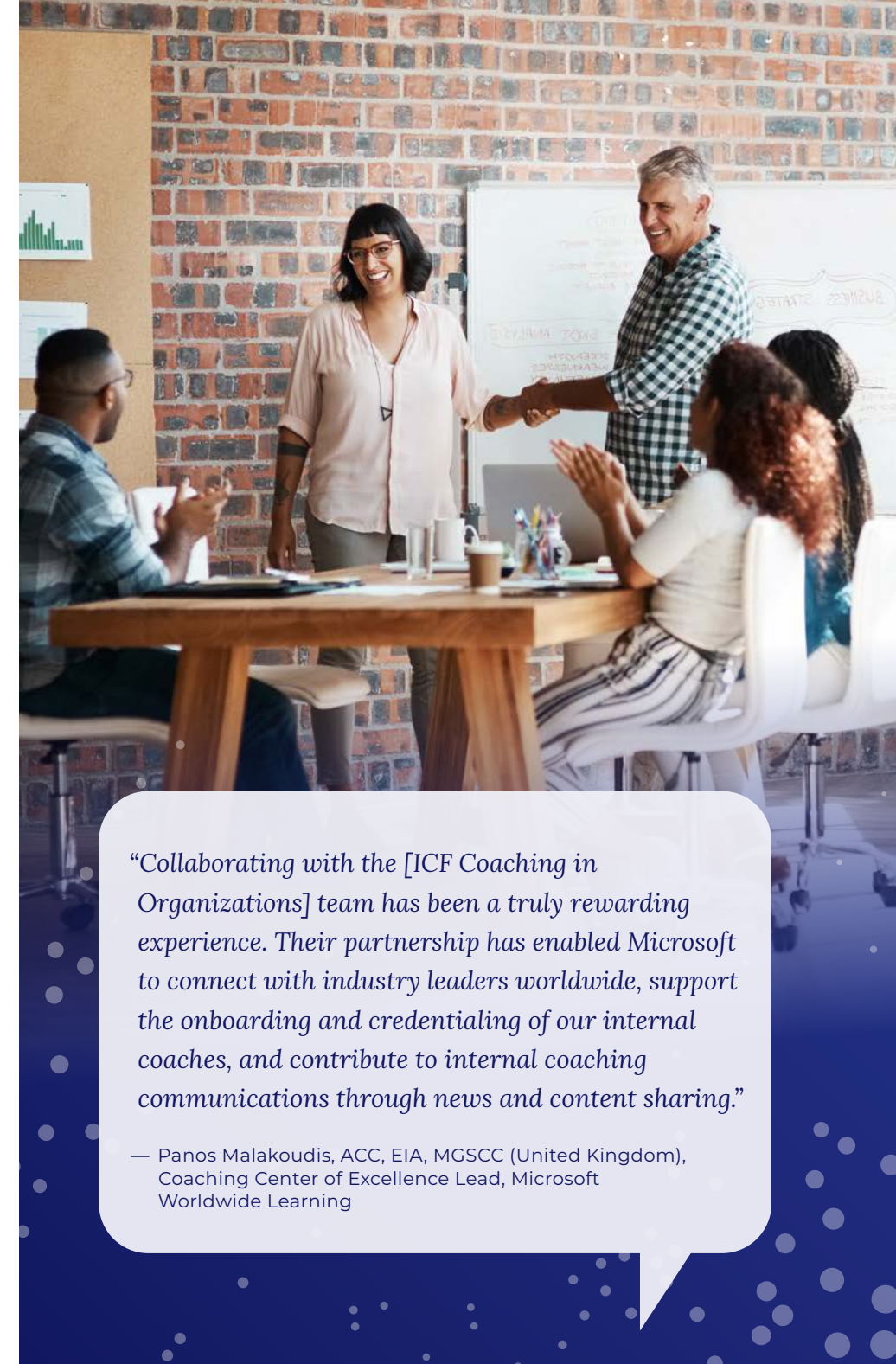
- **Topical Webinars:** Offered timely insights on issues that matter most to organizations, including:
 - Showing the Value of Coaching to Executives.
 - Leveraging AI in Coaching: Transformative Strategies for the Future.
 - Navigating ICF Credentials & Standards for Organizations.

Cultivating Coaching Cultures for Impact

A coaching culture is more than a workplace strategy. It's a seed that, once planted, grows deep roots and wide branches. It nurtures and supports employees' professional and personal growth, stretches beyond the office walls, and extends into communities to help reshape societies.

In 2024, ICF Coaching in Organizations:

- Showcased coaching's impact at renowned events like the International Congress for Coaching in Organization, the Future Workforce Global Summit with Intel, SAP, Deutsche Bank, and numerous others.
- Welcomed 22 forward-thinking organizations including Novo Nordisk, Deloitte, and AON.

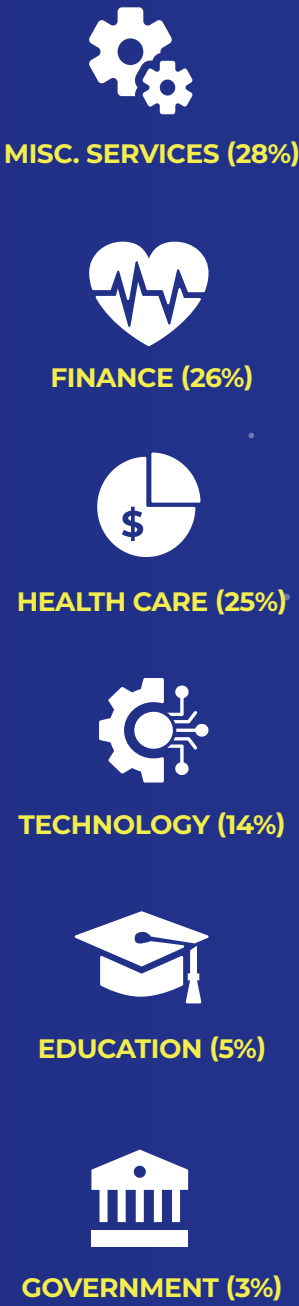
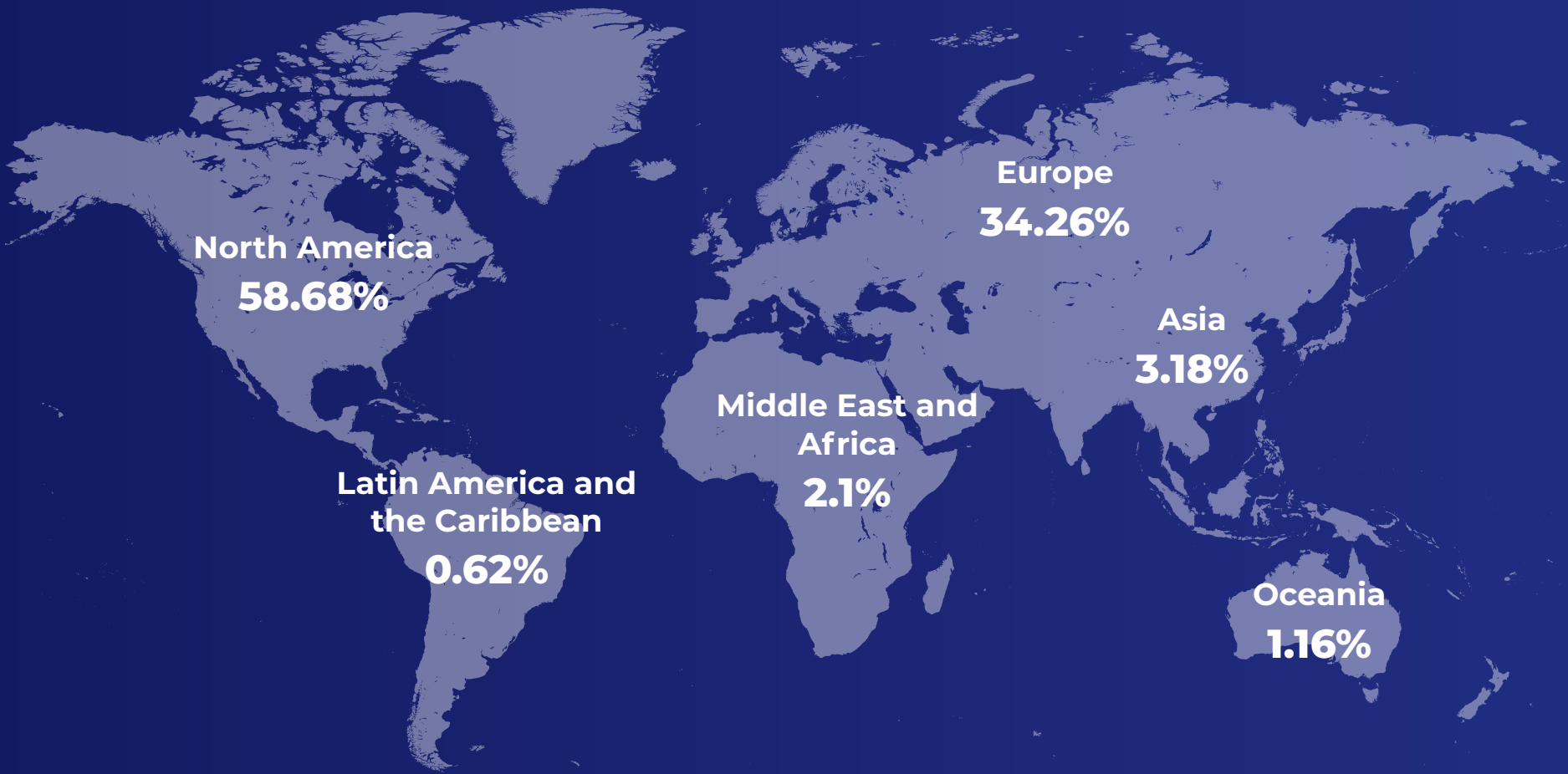


“Collaborating with the [ICF Coaching in Organizations] team has been a truly rewarding experience. Their partnership has enabled Microsoft to connect with industry leaders worldwide, support the onboarding and credentialing of our internal coaches, and contribute to internal coaching communications through news and content sharing.”

— Panos Malakoudis, ACC, EIA, MGSCC (United Kingdom),
Coaching Center of Excellence Lead, Microsoft
Worldwide Learning

66 Member organizations + 1,198 Representatives

Membership Breakdown By Region



Elevating the Future of Excellence in Coaching

ICF credential-holders are leading the way by setting the standard for excellence and integrity in coaching. This year, we introduced new tools and frameworks designed to empower coaches at every stage, uphold the rigor of the ICF credentials and certification, and strengthen a profession that transforms lives and futures every day.

Empowering Coaches at Every Stage

From first steps to advanced practice, we're here to champion every coach's journey. This year, we introduced new offerings to support coaches in reaching their highest potential, including:

- **An Exam for ACC Candidates**

Designed to meet emerging coaches where they are, the new ACC Exam features knowledge-based questions that reflect foundational coaching competencies. This updated format replaces situational judgment questions, making the assessment more relevant, accessible, and aligned with early-career development.

- **The ACC Exam: Your Path, Made Clear**

- 90-minute test.
- 60 clear multiple-choice items.
- 16 language options.

- A mindful 10-minute optional break.
- FREE exam tutorials: Your compass for confidence.

- **Team Coaching Tools**

For those pursuing the Advanced Certification in Team Coaching (ACTC), our new Candidate Guides provide a clear, supportive roadmap through the certification process, empowering team coaches to navigate their next milestone with clarity and confidence.

Empowering Those Behind the Scenes

Mentor coaches and coach supervisors are catalysts for growth in the coaching journey. With the launch of the ICF Mentor Coaching and Coaching Supervision Competency models, we've introduced validated, evidence-based frameworks that set the standard for these vital roles.

These models empower mentor coaches and coach supervisors to deepen their impact and lead with integrity. By offering a shared language and clear standards, these competencies are helping to elevate the profession, foster ethical practice, and ensure every coach receives meaningful, high-quality support, creating a ripple effect of excellence that reaches every client, every session, everywhere.

Grounded in Practice. Evolving with Purpose.

At ICF, we believe that advancing coaching means evolving with purpose — guided by insight, rooted in experience, and aligned with the needs of a changing world. To honor this principle, we periodically assess the global relevance of the ICF Core Competencies.

In partnership with SAP, an ICF Coaching in Organizations member, we held a collaborative coaching job analysis workshop with 11 subject matter experts from 10 countries to identify essential tasks, knowledge, skills, and characteristics essential to coaching practice today. Their insights serve as the foundation for forthcoming updates to the Core Competencies — strengthening our profession and elevating the impact of coaching worldwide.



12,986 New credential applications + **56,667** Credentialed coaches



28,508 ACC Coaches (+5% increase)



24,998 PCC Coaches (+11% increase)



2,481 MCC Coaches (+13% increase)



680 ACTC Coaches (+96% increase)





Inspiring Change for a Brighter Future for All

Coaches are catalysts for change, empowering individuals, organizations, and communities to thrive. The ICF Foundation fuels this transformative power, ensuring that coaches have the resources to make a lasting impact. Through our work and the generous support of our donors, we are advancing the United Nations (UN) Sustainable Development Goals and creating opportunities for coaches to drive positive global change. Together, we are building a more equitable and sustainable future.

Scholarships That Spark Change

Our scholarship program achieved remarkable growth in 2024, more than tripling the number of scholarships awarded and expanding its reach to underrepresented communities worldwide. Each scholarship represents not just an opportunity to learn, but a bridge to a more inclusive, equitable, and just coaching profession.

- 73 scholarships awarded — three times last year's impact, bringing diverse voices and perspectives into the coaching profession.
- Recipients from 25 countries — a global tapestry of change-makers, up from just 10 countries in 2023.
- Estimated value of \$304,000 USD — an investment in future leaders who will shape coaching with empathy and cultural relevance.

- 19 ICF-accredited coaching education providers — doubling our partnerships to create more pathways for growth.

Each scholarship includes full tuition for a Level 1 ICF-accredited coaching education program, a complimentary one-year ICF membership, and a waived ACC credential application fee — all made possible through partnerships with ICF Coaching Education, ICF Professional Coaches, ICF Credentials and Standards, and our dedicated ICF-accredited coach education providers.

These scholarships were awarded in 2024 for recipients to begin their coaching education journeys in 2025 — further extending our impact into the year ahead.

The growth of our impact is a direct reflection of the heart and generosity within our coaching community.

The Power of Giving Back

The growth of our social impact initiatives goes beyond numbers — it's a reflection of our community's generosity and belief in coaching's potential to drive positive change. We are incredibly grateful to all our supporters, and especially ICF Foundation Society members who have graciously donated \$500+ USD. Their

support directly fuels our ability to expand and scale impactful social projects that create lasting transformation in the world.

\$11,900 USD

raised through the Global Giving Tuesday campaign.

\$304,000 USD

in in-kind contributions raised through scholarships.

\$512,660 USD

total donations received through 4,946 gifts.



"I give to the ICF Foundation because I believe in its mission to create positive change in the world. By supporting the ICF Foundation, I contribute to initiatives that promote education, health care, environmental sustainability, and social justice, and play a role in building a brighter future for generations to come."

— D. Marlene Thomas, PCC (United States)

Igniting Global Transformation

**Shared Purpose + Coaching Expertise
= Outsized Global Impact**

The Ignite Initiative is where our collective power comes to life. Through six-month, reduced-rate coaching engagements, ICF chapters, members, and credential-holders accelerate the United Nations (UN) 2030 agenda.

2024 Impact Metrics:

- **48** ICF chapters engaged.
- **1,217** ICF credentialed coaches participated.
- **1,169** coaching clients served.
- **63** Ignite initiatives implemented
- **5,335** Coaching hours delivered.
- **\$1,301,740** USD estimated value of services.

These engagements are driving real change: enhancing operational efficiency, strengthening teamwork, and deepening engagement in organizations dedicated to transforming humanity and our planet through the UN Sustainable Development Goals.



THE GLOBAL GOALS

**2024 Impact Report Card:
Top 5 Supported UN Global Goals**

Our Ignite Initiatives addressed all 17 UN Sustainable Development Goals. The five focus areas with the greatest impact were:

- Goal 3: Good Health and Well-Being.
- Goal 4: Quality Education.
- Goal 5: Gender Equality.
- Goal 8: Decent Work and Economic Growth.
- Goal 10: Reduced Inequalities.



“[The Ignite Initiative] gave us a good opportunity to bring the three partnerships together doing the things that we love, which is giving back to create social change, creating a big difference in humanity, and also thinking about organizations that have a direct impact on the climate change efforts.”

— Pauline Melnyk, MCC (Canada)



Strengthening Our Community. Shaping the Future

Growth. Transformation. Impact. Our members form a powerful global community of like-minded individuals united in making coaching the core of empowerment for today's and tomorrow's generations. In 2024, we took bold steps to expand the reach and influence of coaching, ensuring our members have the tools, connections, and support they need to lead with purpose, grow their impact, and help shape a better future for the world.

Rooted in Leadership: New Chapter Tools for Greater Impact

Chapter leaders are vital roots of our global network. They don't just show up — they lead with energy, expertise, and generosity, volunteering countless hours to support peers and amplify the power of coaching in their communities. Thanks to their unwavering dedication, we've reached new audiences and deepened our impact worldwide. To support these leaders — to nourish these essential roots — we've cultivated new and expanded resources such as:

- **ICF chapter volunteer leader training** to further empower new and existing leaders.
- **An annual chapter support calendar** to help leaders plan and thrive year-round.
- **Increased rebates** including an enhanced membership rebate and a new credential rebate for increasing the number of credentialed members affiliated with a chapter.

Connecting the World Through Coaching

In 2024, ICF Professional Coaches deepened our global impact by forging new partnerships with coaching education providers, corporations, and ICF chapters across the world. These strategic connections are opening more doors to coaching, elevating its visibility, and demonstrating its powerful role in creating positive change.

As awareness of coaching grows, so does its value — for our members, for the profession, and for the communities we serve. Together, we're shaping a future where coaching is recognized as a vital force for transformation worldwide.



60,741 ICF members

Regional Membership Breakdown



TOP 10 COUNTRIES BY MEMBERSHIP

USA: 25,261	France: 1,697
Canada: 5,305	India: 1,259
United Kingdom: 4,729	Germany: 1,194
Australia: 2,011	Singapore: 1,111
Italy: 1,711	Japan: 870

141 ICF chapters

121 Charter chapters
20 Non-chartered chapters

REGIONAL CHAPTER BREAKDOWN

57	North America
35	Europe
17	Asia
17	Middle East and Africa
14	Latin America and the Caribbean
1	Oceania

Driving Innovation Through Futures-Thinking

Futures thinking is not about predicting what comes next — it is about daring to imagine what is possible. At the ICF Thought Leadership Institute, we challenge assumptions, spark curiosity, and imagine how coaching can support humanity today and tomorrow.

By providing a vibrant platform for bold thinkers and inquisitive minds to share their work, the ICF Thought Leadership Institute is actively shaping the trajectory of professional coaching.

- More than 100,000 users regularly access the Well-Being Collection and the Well-Being Interviews with Wisdom Weavers.
- Users rely on the award-winning content to inspire a coaching-powered future that optimizes growth for people, society, and the planet.

A New Lens of Well-Being: Coaching for What's Next

In today's fast-changing world, well-being is more than personal — it's global, interconnected, and evolving. Our Futures Thinking Wheel of Well-Being is a forward-looking tool that helps coaches navigate emerging trends shaping the future of coaching and holistic well-being.

The Wheel provides a holistic view of well-being, and it highlights six domains that represent

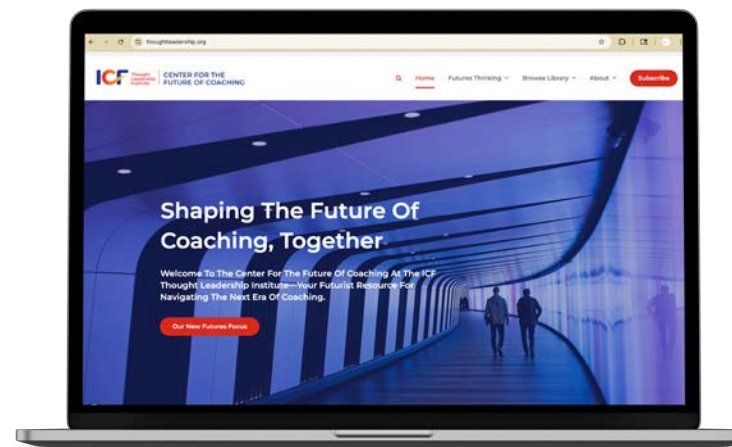
aspects of client well-being expected to revolutionize the future of coaching practice:

- Self-care.
- Work.
- Environment.
- Technology.
- Relationships.
- Personal meaning.

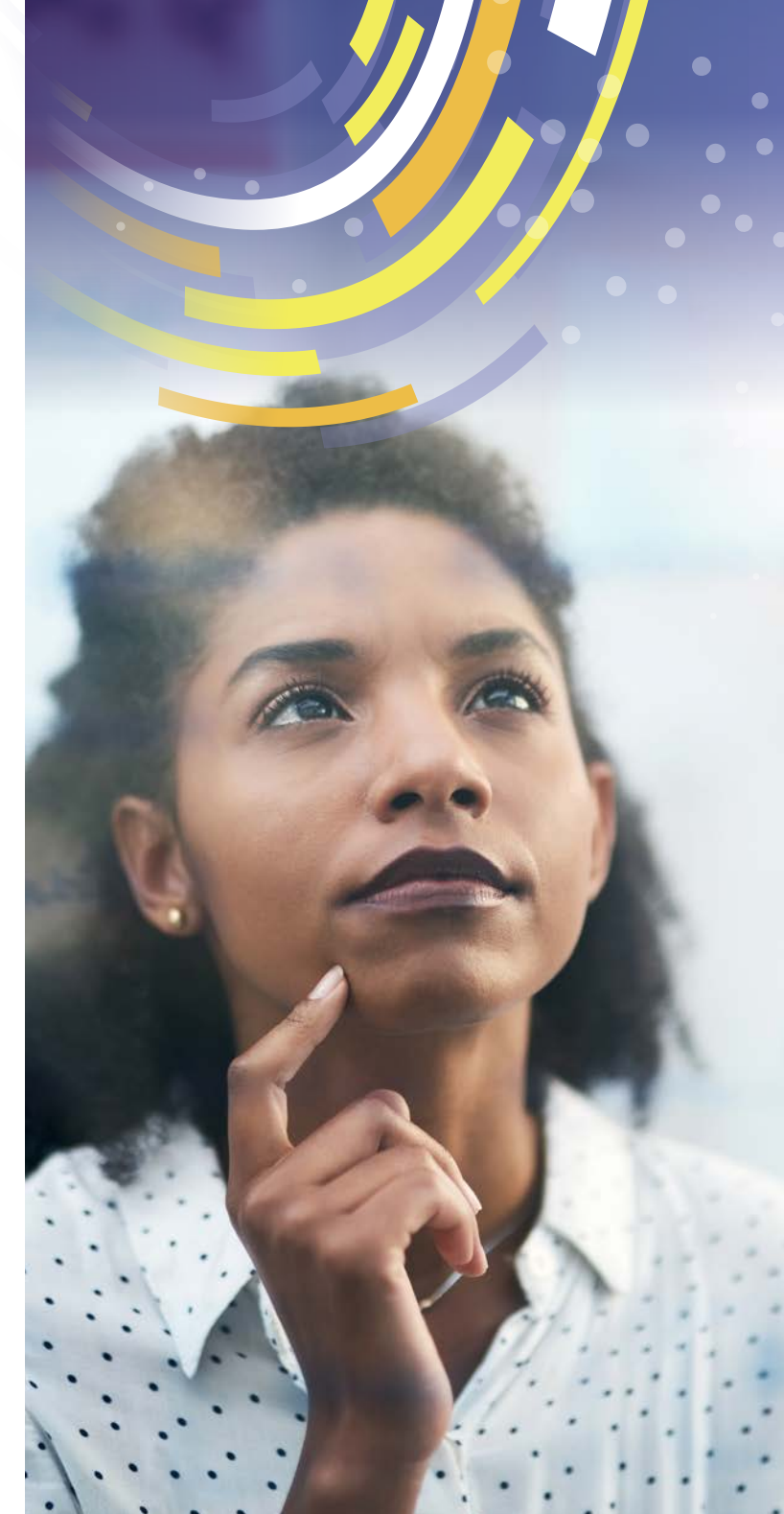
By understanding how these areas intersect, coaches can gain deeper insight into complex systems influencing their clients' lives. The Wheel empowers coaching professionals to adapt to evolving client needs, support sustainable transformation, and lead with empathy in an interconnected world.

Expanded Futures-Thinking Content

New ideas. Fresh perspectives. Relentless curiosity. Our worldwide network of professional coaches relies on the ICF Thought Leadership Institute for content that pushes the boundaries and enables them to create life-changing client experiences. In 2024, we introduced the STEERE framework — spotlighting social, technological, economic, ecological, regulatory, and ethical forces — to help coaches navigate and respond to the trends shaping tomorrow's coaching landscape.



- **6,538** Subscribers.
- **104,549** Active website users.
- **38** Articles in the collection.
- **16** Interviews with Wisdom Weavers.
- **Top Cities Accessing the Site:**
 - Istanbul, Turkey
 - Jakarta, Indonesia
 - London, England



FINANCIAL OVERVIEW

The 2024 financial audit will take place in the fall of 2025, and the financial report will be posted to the [ICF website](#) when it is complete.

2024 Global Boards

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Yene Assegid, MCC, PhD
ICF Thought Leadership Institute Representative

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ICF Global Board Chair (Dumisani Magadla, PCC, PhD, in 2024) and CEO Magdalena Nowicka Mook are ex officio members of ALL family organization boards (though not listed on each board above).



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Creative Copywriter and Brand Storyteller

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Credentialing Support Coordinator

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Credential Renewal Manager

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Genevieve Feliú
Futurist Researcher

Catherine Galli
Content Writer

Tomicka Glenn
Research and Engagement Manager

Alicia Hullinger, PhD
Vice President

*Additional support in the areas of
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and membership services is provided by
Associations International, LLC, shared
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ICF International
Coaching
Federation

2365 Harrodsburg Road, Suite A325
Lexington, Kentucky USA 40504
1.888.423.3131 or 1.859.219.3580
support@coachingfederation.org

coachingfederation.org