

ICF CONVERGE

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ICF Demographic Data Update: 2022–2024 Insights

Understanding Trends. Advancing Equity.

Presented by:

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Learning Objectives



Interpret key shifts in ICF demographic data from 2022–2024



Identify trends impacting underrepresented communities



Apply data insights to support inclusive coaching practices

Why Demographics Matter to DEIB

1

Understand who is present, participating, and potentially excluded

2

Tailor programs to meet diverse member needs

3

Create accountability for inclusion and equity

4

Amplify underrepresented voices and lived experiences

How ICF Collects Demographic Data

Guided by privacy, trust, and global relevance

Demographic surveys began after a needs assessment

Legal and ethical care is embedded in data collection

Member education and transparency are prioritized

Methodology Snapshot

Data Source:
ICF DEIB Member
Value Survey Metrics

Collection Period:
Jan 2022 – Dec 2024

Participants:
Global coaching
community

Categories:
Race/Ethnicity,
Disability

Demographic Shifts (2022–2024)

Steady increases suggest engagement is growing

Millennials:
6.43% → 8.0%

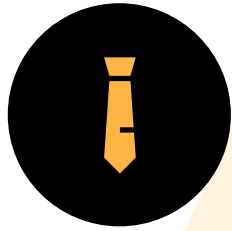
Gen Z: 0.06% →
1.2%

Black/African
American:
9.48% → 10.8%

Hispanic (non-
White): 2.27%
→ 2.9%

Disability
disclosure:
27.0% → 30.5%

Millennial and Gen Z Representation



MILLENNIALS ARE MID-CAREER AND LEADERSHIP-TRACK



GEN Z BRINGS VALUES OF AUTHENTICITY AND INCLUSION



GROWTH IN BOTH GROUPS SHOWS COACHING'S EVOLVING RELEVANCE



PATHWAYS FOR MENTORSHIP AND CERTIFICATION ARE KEY

Black and Hispanic Representation

Black members grew from 9.48% to 10.8%

Hispanic (non-White) members rose to 2.9%

Terminology and cultural identification vary globally

Regional engagement and language access are crucial

Disability Disclosure Insights

Disclosure rose from 27.0% to 30.5%

Terminology (identity-first vs. person-first) varies

Not all disabilities are visible or disclosed

Safety and trust must guide all data practices

Looking Ahead: What Matters Most



Foster belonging beyond numerical representation



Ensure psychological safety in disclosure



Practice global cultural responsiveness



Build on early successes and strengthen engagement

Conclusion: A Commitment to Learning

This is not about benchmarks; it is about reflection

ICF aims to grow with and learn from its members

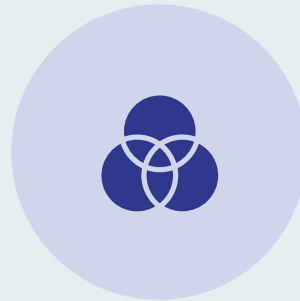
Ongoing feedback and inclusion will shape the future

Together we create a profession that reflects humanity's full diversity

Implications for Coaching Practice



INCLUSIVE ONBOARDING
FOR COHORTS



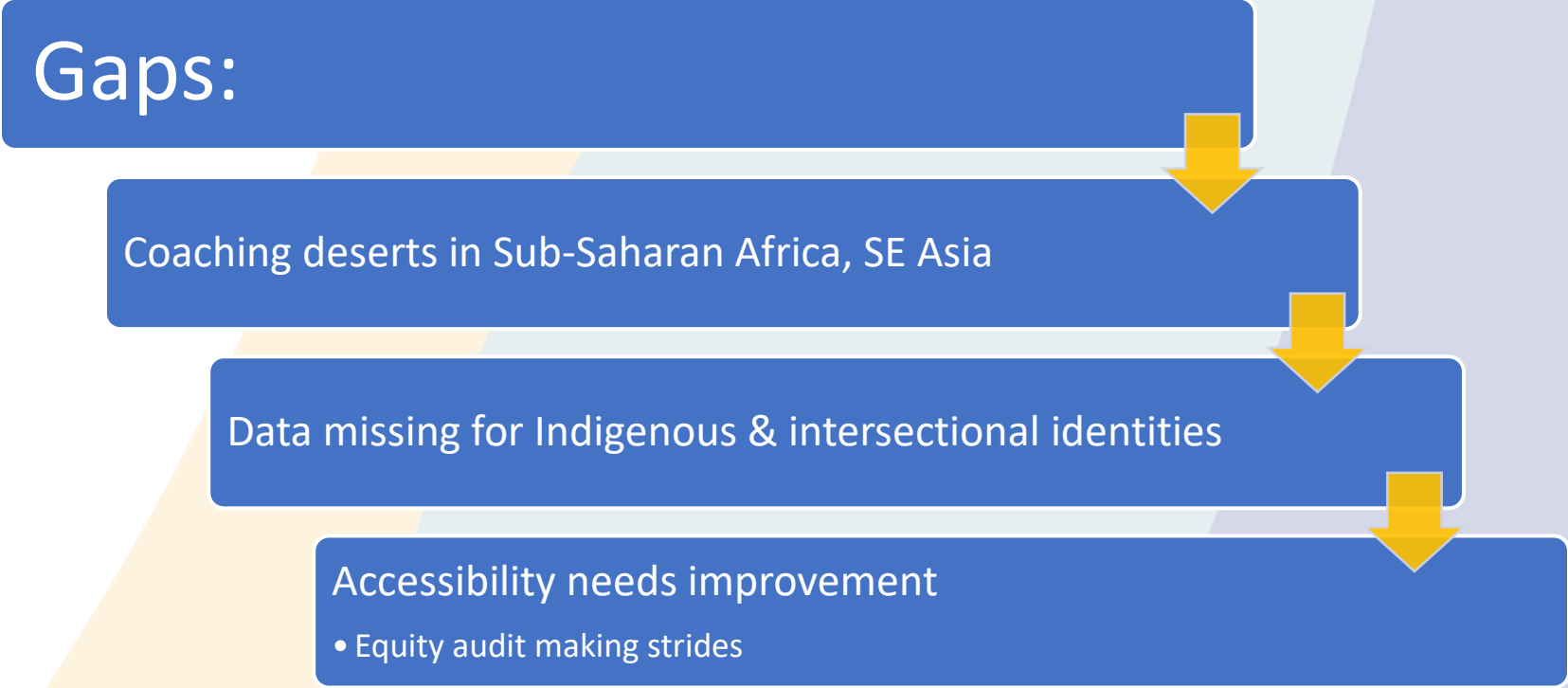
CONSIDER
INTERSECTIONALITY IN
MATCHING



DATA-INFORMED OUTREACH
AND DEI TRAINING

Areas for Growth

Gaps:



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graph TD; A[Gaps:] --> B[Coaching deserts in Sub-Saharan Africa, SE Asia]; B --> C[Data missing for Indigenous & intersectional identities]; C --> D[Accessibility needs improvement<br/>• Equity audit making strides];
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Coaching deserts in Sub-Saharan Africa, SE Asia

Data missing for Indigenous & intersectional identities

Accessibility needs improvement

- Equity audit making strides

What This Means for You



Coaches: Practice with equity

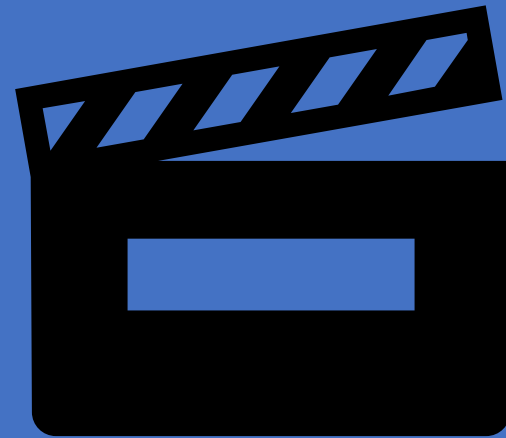


Educators: Diverse trainer representation



Champions: Expand access

Call to Action



How to use this data going forward?

Thank You



Questions or Reflections?



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ICF

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