



Coaching for Inclusion and Community Change:

Highlights from ICF's
DEIB Chapter Initiatives

The DEIB Chapter Initiative Program

Launched in 2024, the International Coaching Federation's (ICF) Chapter DEIB Initiative Program was created to empower chapters around the globe to drive change in their communities through locally tailored diversity, equity, inclusion, and belonging (DEIB) initiatives. With a deep commitment to expanding access to coaching, this competitive grant program offered funding to chapter-led projects that demonstrate innovation, local relevance, measurable impact, and long-term sustainability.

Chapters were invited to propose bold and creative projects that could make coaching more accessible, develop inclusive practices, and elevate underserved voices. The program was not only about funding DEIB work—it was about piloting models that could be replicated by other chapters worldwide, while cultivating leaders and practices aligned with ICF's global mission.

In 2024–2025, three chapters were selected for recognition based on their outstanding contributions:

- 1st Place: ICF Québec
- 2nd Place: ICF Kazakhstan
- 3rd Place: ICF Korea

Each chapter addressed distinct and pressing DEIB challenges in their local contexts, bringing unique cultural, economic, and organizational insights to the forefront of their initiatives. ICF Québec tackled the issue of linguistic inclusivity, aiming to uplift Anglophone coaches and clients in a predominantly Francophone environment. ICF Kazakhstan focused on empowering mothers of children with disabilities—a group facing systemic economic and social exclusion—through a multifaceted business coaching and mentoring initiative. ICF Korea invested in the future of the coaching profession by supporting young professionals and individuals with disabilities, offering scholarships and mentorship while laying the groundwork for long-term community impact.

The following sections outline each chapter's approach, showcasing the programs' measurable outcomes and the broader impact they've made. These stories illustrate how locally informed DEIB work can lead to meaningful and replicable transformation across the global coaching landscape.

ICF Québec: Amplifying Voices Across Languages

ICF Québec responded to the DEIB initiative by directly addressing the linguistic inequities faced by Anglophone coaches and clients in a predominantly Francophone region. Their project, "Amplifying the Voices and Reach of Linguistic Minorities," sought to foster inclusion by enhancing access to English-language coaching resources, communications, and opportunities.

The chapter prioritized several strategic objectives:

- Fostering belonging among English-speaking coaches through targeted engagement and inclusive programming.
- Increasing access to English-language coaching mandates via their innovative Tender Tool.
- Expanding representation and alignment with ICF Global's mission to create accessible environments for all, including those with disabilities.

To accomplish these goals, the chapter invested in the translation of digital content, onboarding messages, and a dedicated English-language campaign. These updates included a website redesign and improvements to their member communication systems. Notably, their “Is Coaching Right for You?” campaign was developed in both English and French to ensure broad accessibility. As of early 2025, the campaign was ready to launch, pending final updates to the website.

The monthly English Coaches Breakfast series proved highly successful, with regular participation and rich discussions on inclusive coaching. For example, the final session of the season, scheduled for June 14th, had 20 registrants and was to be facilitated by Nathalie Balthazar, PCC, exploring the theme “Creating Inclusive Coaching Experiences.”

The project demonstrated measurable success:

- From April 2024 to January 2025, English-language coaching requests increased from 15.2% to 34% of total requests.
- This equated to 82 English-language coaching mandates and over \$195,000 CAD in service value through the Tender Tool.
- With a conservative 25% conversion rate, the realized ROI in USD is estimated at \$36,130.50, reflecting a return of \$6.57 for every dollar directed toward implementation.

Marketing data revealed additional insight into campaign effectiveness:

- LinkedIn Ads in English were more cost-effective, generated higher engagement, and reached broader geographic audiences across Montreal, Quebec City, Sherbrooke, and Trois-Rivières.
- Google Ads showed a higher cost per conversion in English, but engagement remained strong, especially with key search terms like “Career coaching” and “Find a business mentor.”

Figure 1
Sample ICF Quebec Ad

Activités anglophones

Textes pour publications sur les médias sociaux et par courriel

>> Publication “annonce générale”

🔥 Mark your calendars... You won't want to miss any of these English-language activities!

We are very excited to share the amazing line-up of speakers, topic and formats scheduled for the first half of 2025. As always, we strove to bring you a variety of ways to learn from and connect with the thriving community of English-speaking coaches in Québec... and beyond:

📅 Monthly Coaches breakfasts – This popular event is held virtually, from 8:00am to 9:00 am.

→ Innovation. Teamwork. Learning: Expand your coaching practice with Codevelopment Action Learning (CAL), with @Ron Cheshire, PCC [Jan 10th]

→ Coaching Platforms, a 2-part series with @Jimena Andino Dorato, PCC @Carol Bruno, ACC @Sami Ramirez, PCC [Feb 14th and Mar 14th]

→ Burnout - How to Spot It, Stop It, and Stay Balanced, with @Krista Robinson [Apr 4th]

→ Cultural Competence in Coaching: Leveraging Insight from the Intercultural Development Inventory (IDI), with @Eleanor Wong, ACC [May 2nd]

→ “The ABC of Work Motivation: How to Energize any Organization”, a Book Club session with @Jacques Forest [Jun 13th]

And that's not all! We're thrilled to be hosting a special evening event on Feb 11th, from 6:00pm to 7:30pm:

🌐 “Growing Humans - Both at Home and in the Workplace”, with Dr. @Alis Anagnostakis, PCC of the @Vertical Development Institute in Australia

Save the dates and don't forget to register via the @ICF Quebec site: <https://icfquebec.org/activites-list>

Looking forward to seeing you there!

@Julie Gouin, PCC, @Carol Bruno, ACC and @Andrew Beaulieu, ACC
English Activities Committee, ICF Québec

The data informed clear recommendations:

- Continue prioritizing English LinkedIn ads for their strong performance and geographic reach.
- Optimize Google Ads by refining keyword strategy and adjusting budget focus.
- Explore expansion to other provinces (e.g., Ontario) following a legal and market analysis.
- Increase focus on website translation and content updates for broader accessibility.

Website and campaign engagement underscored the program's effectiveness. Click-through rates and interaction with DEIB and English-language content signaled growing interest and engagement from Anglophone coaches and prospective clients.

The project also began to track shifts in chapter demographics. Between November 2024 and March 2025, the percentage of members identifying English as their preferred language grew from 6.6% to 8.4%, with coaching in English rising from 145 to 195 individuals. This early growth signals the project's ability to reshape the linguistic landscape of ICF Québec.

Overall, ICF Québec's project aligned strongly with the DEIB grant's intent by dismantling access barriers, increasing visibility for marginalized language groups, and modeling inclusive practice for other chapters to follow. The chapter's marketing analysis and structured approach to engagement offer a replicable roadmap for bilingual and multilingual chapters across the ICF network.

ICF Kazakhstan: Empowering Women for Economic Freedom

ICF Kazakhstan's Women4Women program was an ambitious and deeply impactful response to the DEIB Chapter recognition initiative. It targeted a group often left behind in economic development efforts: mothers of children with disabilities. In Kazakhstan, over 188,000 children are officially registered with special needs, affecting more than 150,000 families. These mothers often face profound barriers to full-time employment, with monthly state allowances as low as \$100–150 USD and rehabilitation expenses averaging \$300 per month. The result is a population of women with deep caregiving responsibilities, limited income, and few pathways toward financial independence.

In collaboration with the nonprofit MamaPRO, Chevron, and the Association of Business Women of Kazakhstan, ICF Kazakhstan launched a bold initiative to turn the tide. The Women4Women program was designed to:

- Foster emotional resilience and agency through six sessions of individual and group coaching.
- Provide practical business mentoring tailored to each woman's goals and situation.
- Deliver entrepreneurial training in areas like digital marketing, financial literacy, negotiation, and the use of AI tools for small business management.

The program's results reflected both depth and scale:

- 38 women participated across five cities in Kazakhstan.
- Mentorship and coaching support came from professionals in six different countries, creating a globally-informed support network.
- 100% of participants reported achieving personal or business goals as a direct result of the program.

Beyond numbers, the stories tell the real impact. Many of the women had never identified as entrepreneurs before. Coaching helped them rewrite limiting beliefs and internalized barriers. One cohort co-developed a training program to share their experience with others.

Participants showed measurable increases in coaching maturity: learning to articulate boundaries, building strategic action plans, and viewing themselves as leaders. Some launched businesses; others expanded existing ones. The initiative also reduced psychological strain, replacing isolation with purpose and community.

To document and amplify this success, ICF Kazakhstan is planning a short film to share participants' stories and outcomes. Their long-term vision includes scaling the model to new communities and continuing the partnerships formed during this project.

From a results perspective, the initiative supported 38 participants, demonstrating a scalable, high-impact model for inclusive economic development. Yet the real return lies in the ripple effect—families empowered, communities strengthened, and a coaching model that can be adapted across contexts to support inclusive economic development. Their model now serves as an example for future chapter efforts focused on economic empowerment, inclusive coaching, and culturally responsive practices.

One participant noted, “With my coach and mentor, I created a step-by-step business plan. I now have clarity, direction, and a roadmap to scale up.” Another wrote, “Everything is possible! My wishes and dreams are absolutely adequate and doable!”

These testimonials show the human impact behind the coaching sessions—turning isolation into empowerment, and ideas into income.



Figure 2
Women4Women participants



Figure 3
ICF Kazakhstan
Grant participants

ICF Korea: Supporting the Next Generation of Coaches

ICF Korea’s “Inspire and Reboot the Future” project aimed to elevate a new generation of coaches in a context where DEIB concepts are still emerging. As part of the DEIB initiative, the chapter focused on empowering young professionals—particularly those under age 40, including members of the MZ and Alpha generations—and supporting individuals with disabilities.

Recognizing a lack of opportunities for emerging coaches to engage meaningfully within the professional community, ICF Korea provided access to training opportunities, mentorships, and opportunities for contribution through content creation and public interest projects. The initiative also positioned DEIB as a formal value of the chapter, establishing a new section on their website to house related content and programming.

The program delivered:

- Participation by 11 young professionals in Level 2 coaching certification programs across seven accredited institutions.
- Pairing of all participants with 11 mentor coaches (10 PCCs and 1 MCC), facilitating structured developmental relationships.
- Over five months, participants received between 3 to 5 mentor coaching sessions.

Development and delivery of a 1-hour coaching training program tailored to the Alpha Generation, with 10 trainees attending in October 2024.

The chapter’s data collection efforts added rigor and transparency to the initiative:

- Twenty coaches applied, and eleven were selected, including one participant with a disability.
- Because many applicants had already completed foundational coaching training, the chapter shifted its focus to recruiting participants for advanced-level programming from coaching institutes.
- In a November survey, 9 of the 11 participants provided satisfaction feedback, underscoring the perceived value of mentorship and content creation.
- Two coaching videos were created and posted to Instagram, garnering 350 views and 18 likes on one and 562 views and 36 likes on another.

• [View Video 1](#)

• [View Video 2](#)



Figure 4 ICF Korea Coach Training Session

In addition to foundational coaching exposure, participants took on leadership roles:

- Created and shared coaching-related social media content.
- Collaborated with the Public Interest Committee on service projects.
- Contributed to a stronger sense of intergenerational connection within the chapter.

Coordinator Jungyoung Park shared that the project gave the chapter a new lens:

“Without this grant, we would have never had the chance to think about young professionals. It became our responsibility—and privilege—to support them.”

Participants were also introduced to ICF’s global Young Professionals network, and the experience strengthened their bond with the Korea chapter. The young professionals showed high motivation, a desire to contribute, and readiness to lead. However, creating more opportunities for long-term engagement and visibility remains a challenge the chapter is eager to address.

ICF Korea also aimed to support individuals with disabilities by recruiting volunteer coaches, developing inclusive content, and declaring formal support for accessibility. Although technological limitations prevented full YouTube integration, participants pivoted to Instagram for video sharing.

The chapter reported significant momentum: growing interest in DEIB among Korean coaches, a deeper connection between young professionals and the ICF Korea chapter, and a long-term commitment to mentorship and sustainability. The initiative built a foundation for a continuous cycle—where today’s mentees become tomorrow’s mentors.

While the program supported 11 young coaches, its greatest value came through cultural impact and leadership development. The initiative’s cultural and strategic significance positions ICF Korea as a leader in inclusive coaching development in East Asia.

Conclusion

The ICF DEIB Chapter initiative demonstrated powerful outcomes across all three awardees, showing that even modest funding can generate measurable and lasting transformation.

ROI Summary:

- ICF Québec: Project efforts generated approximately \$36,130.50 USD in realized coaching service value (based on \$195,300 CAD in total value with 25% conversion).
- ICF Kazakhstan: Program supported 38 women, reflecting strong community reach.
- ICF Korea: Project supported 11 young professionals through leadership and coaching development opportunities.

While Québec's initiative yielded the highest financial return, Kazakhstan and Korea demonstrated strong social returns, empowering participants through coaching access, leadership development, and community inclusion.

Final Thoughts on Impact

Across three continents, ICF's DEIB initiatives have showcased the power of local leadership to drive global transformation. These initiatives reflect what's possible when grassroots coaching efforts are intentionally designed to amplify underrepresented voices and model sustainable change.

From fostering linguistic inclusion in Québec to empowering women in Kazakhstan and mentoring the next generation of coaches in Korea, these chapters exemplify how coaching can be a powerful lever for social innovation. Their stories are not endpoints—they are foundations for a more inclusive coaching profession that truly reaches everyone, everywhere.

As ICF continues to champion DEIB principles globally, these stories offer a blueprint for sustainable, community-rooted change through coaching—one individual, one coach at a time.