

2025 Annual Report

United by *Purpose*, Driven by *Impact*.



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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.

United by Purpose, Driven by Impact: ICF at 30

Thirty years ago, ICF began with a simple but powerful belief: coaching can change lives. What started as a small spark has grown into a global community united by purpose, curiosity, and a shared commitment to human potential.

As we reflect on 2025 — our 30th anniversary year — we are filled with gratitude for what we have built together and excitement for what lies ahead. More than a celebration of our history, this milestone highlights the extraordinary impact of our global community. Across countries, cultures, and generations, coaches are creating spaces where people feel seen, heard, challenged, and supported, strengthening organizations, inspiring communities, and helping shape a more connected and compassionate world. In a year marked by continued complexity and change, our global community of coaches, chapters, volunteers, educators, and partners across the ICF ecosystem reminded us that coaching has an essential role to play in building trust, resilience, dialogue, and human connection.

As part of our anniversary celebration, we set an ambitious goal to inspire 30 million hearts and minds around the globe. Together, our community generated more than 423 million impressions worldwide, exceeding that goal more than tenfold! More importantly, it reflected a growing recognition of coaching's value in workplaces, schools, communities, and everyday life.

While honoring our legacy, we continued to invest in what comes next — elevating the member experience by launching a brand-new website, expanding connection opportunities via ICF Engage, and rolling out professional resources like ICF COACHBOCK™. Our community's collective impact was spotlighted with the Power of Associations

Awards, celebrating our global commitment to coaching excellence and meaningful societal impact. At the same time, we championed a more inclusive profession through initiatives like the Kaleidoscope Member Resource Group.

Each of these milestones reflects something bigger than a single initiative. As coaching evolves alongside new technologies and changing global needs, ICF remains grounded in what matters most: advancing coaching excellence with integrity, trust, and care.

Celebrating 30 years also invites an important question: What will we create together next?

As ICF CEO and 2025 Global Board Chair, we are deeply grateful for the trust, service, and commitment of this extraordinary community. Everything ICF has become over the past 30 years has been shaped by this community, and we cannot wait to see what we continue to build together.

With gratitude and excitement for the future,



Magdalena Nowicka Mook
CEO, ICF



Shweta Handa-Gupta, MCC
2025 ICF Global Board Chair

30 YEARS



One ICF at a Glance

Data reflects the period January 1, 2025, through December 31, 2025.

ICF Credentials and Standards

60,198

ICF Active Credentials
(+6% increase from 2024)

14,180

New Credential Applications
(+9% increase from 2024)

ICF Thought Leadership Institute

7,570

Newsletter Subscribers
(+16% increase from 2024)

43

Wisdom Weaver Interviews
(+169% increase from 2024)

ICF Professional Coaches

59,063

Members

155

Countries and Territories
Represented

143

ICF Chapters
(+1% increase from 2024)

ICF Coaching in Organizations

47

Member Organizations

1,062

Member Representatives

ICF Coaching Education

3,893

ICF Accredited Providers
(+12% increase from 2024)

2,340

New Accreditation Applications
(+13% increase from 2024)

ICF Foundation

3,536

Donations

\$159,536

USD Received

\$328,277

USD Estimated In-Kind
Scholarship Donations



International
Coaching
Federation



30 Years. One Global Community. Millions of Lives Touched.

Thirty years ago, coaching was a belief. Today, it's a global force for transformation — powered by a community committed to growth, connection, and human potential.

In 2025, the International Coaching Federation (ICF) celebrated more than its 30th anniversary. Together, we celebrated the people who shaped this profession and continue to move it forward every day: coaches, members, volunteers, chapters, partners, and leaders across the world.

This milestone became an invitation to reflect on how far coaching has come — and to imagine what is still possible.

From 1 Goal to a Global Movement

To honor the occasion, ICF launched a year-long global celebration centered on storytelling, connection, and collective impact. Together, the community set an ambitious goal: inspire 30 million hearts and minds through the power of coaching.

What happened next exceeded anything we imagined.

Our global community generated more than 423 million impressions worldwide — surpassing the original goal more than 10 times over. But the true story behind that number is not visibility alone. It is the growing recognition that coaching matters. In workplaces. In schools. In communities. In everyday human moments where people are searching for clarity, purpose, and connection.

Thirty years in, coaching continues to grow because people continue to need what this community offers: partnership, possibility, and the belief that transformation can begin with a single conversation.

The impact is real. The community is thriving. And together, we are just getting started.



423 Million

hearts and minds inspired
worldwide in 2025.

More than 10 times our
original goal of 30 million.

“I am grateful to ICF for providing a platform that encourages growth, innovation, and collaboration. As we celebrate this milestone anniversary, I am excited to continue this journey of learning, leading, and making a difference.”

— Haitham Elmasry, ACC (Saudi Arabia)

A New Digital Front Door

New Design. Enhanced Tools. Wider Possibility.

ICF invested in something bigger than a website redesign. We reimagined how people experience ICF from the very first click.

For many, the coaching journey begins with a moment of curiosity — a search for growth, direction, connection, or change. This year, ICF focused on making that first step feel clearer, more welcoming, and more connected to the global coaching community waiting on the other side.

Smarter. Simpler. More Connected.

The launch of the new coachingfederation.org experience marked the beginning of a more unified and intuitive digital home for the global coaching community. Built through deep user research, cross-functional collaboration, and continuous testing, the platform was designed around the real needs of the people who use it every day.

More than a redesign, it reflects the vision of One ICF: a connected ecosystem where coaches can more easily explore resources, advance their careers, and engage with the profession.

The new platform introduced:

- **Smarter Navigation:** Streamlined search and browsing to help users find resources faster.
- **Expanded Learning:** Centralized access to the Resource Library and the Events Calendar and Course Directory.
- **Unified Branding:** A cohesive experience that strengthens connection across the ecosystem.

- **Global Accessibility:** Improved usability designed to reduce friction and support every user.

Together, these enhancements create something simple but powerful: easier access to the tools, knowledge, and connections that help coaches grow and thrive.

Built With the Community, for the Community

The new website experience was shaped by stakeholder feedback and informed by ongoing research and testing. And this is only the beginning. ICF will continue evolving the platform alongside the profession itself by listening, learning, and improving based on the needs of the global coaching community.

Because a digital home should do more than share information. It should create connection and support growth.

In 2025, ICF also launched a major brand positioning initiative to strengthen how the organization communicates its role, relevance, and value in a rapidly evolving coaching landscape — laying the strategic foundation for a broader brand evolution in 2026.



New Website Experience Includes:

- **Smarter search + filtering.**
- **Resource Library.**
- **Course Directory.**
- **Event Calendar.**
- **Unified One ICF experience.**
- **Improved navigation + accessibility.**

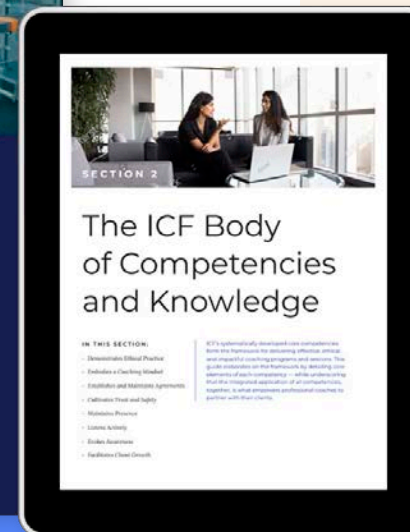
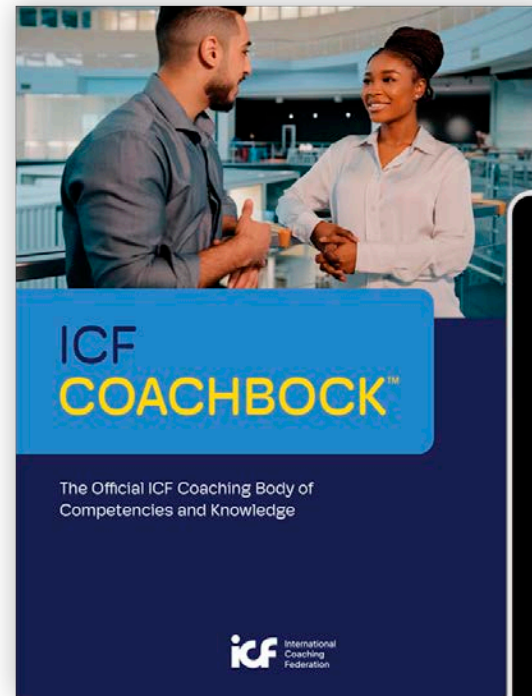
A New, Defining Coaching Resource

In 2025, ICF launched a landmark resource: the ICF Coaching Body of Competencies and Knowledge (COACHBOCK™).

Created by coaches, for coaches, this is the first official body of competencies and knowledge published by ICF. It represents the collective wisdom of more than 100 subject matter experts across 28 countries — the result of years of rigorous research, peer review, and a shared commitment to our profession's future. ICF COACHBOCK™ explores the many dimensions of coaching in one place:

- **Foundation:** Reconnect with the principles that have shaped the coaching profession through its history, ethics, and core competencies.
- **Growth:** Discover research, insights, and career pathways that support your continued development as a coach.
- **Innovation:** Explore the emerging opportunities and considerations in AI, technology, and the evolving coaching landscape.

More than a publication, it is a living, global resource. It serves as a foundation for learning, growth, and innovation — empowering coaches worldwide as they continue to advance and shape the profession.



In its first two months,
767 coaches
had already dived in.
And this was only the beginning.

“The coaching profession is stepping into its next evolution. For the first time in ICF’s 30-year history, the collective wisdom of our global coaching community has been compiled into a comprehensive, authoritative guide to the profession — developed entirely by coaches, for coaches.”

— Jaya Bhateja, MCC (India)

Excellence in Action

ICF was recognized with multiple honors celebrating the impact, reach, and quality of its work across the coaching profession. These awards reflect both programmatic excellence and a shared commitment to expanding access, strengthening standards, and advancing the value of coaching worldwide.

Power of Associations Awards

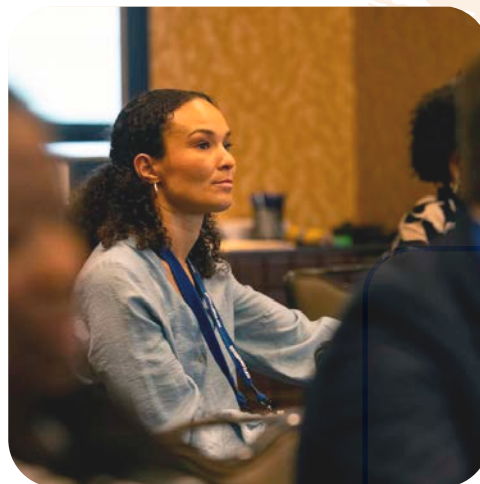
The International Coaching Federation received three Power of Associations Awards from the American Society of Association Executives. These awards honor associations that demonstrate innovation, leadership, and measurable impact through programs that strengthen communities, professions, and industries.

In 2025:

- ICF Foundation received a Gold Award for expanding access to personalized coaching through the Special Olympics Leadership Academy curriculum.
- ICF Coaching Education received two Silver Awards recognizing its commitment to preparing coaches to serve and lead across business, leadership, and personal development settings. One award honored the newly developed Coach Educator Competencies, and the other recognized both the new Mentor Coaching Competencies and the Coaching Supervision Competencies.

Together, these honors reflect the work that extends beyond individual programs. They reflect a global community committed to creating meaningful change through coaching. From expanding access to coaching in underserved communities to strengthening excellence across the profession, this work continues to shape how people grow, lead, and navigate change around the world.

For the coaching community, this recognition affirms something powerful: the everyday work of coaching matters.



The Community That Keeps Growing

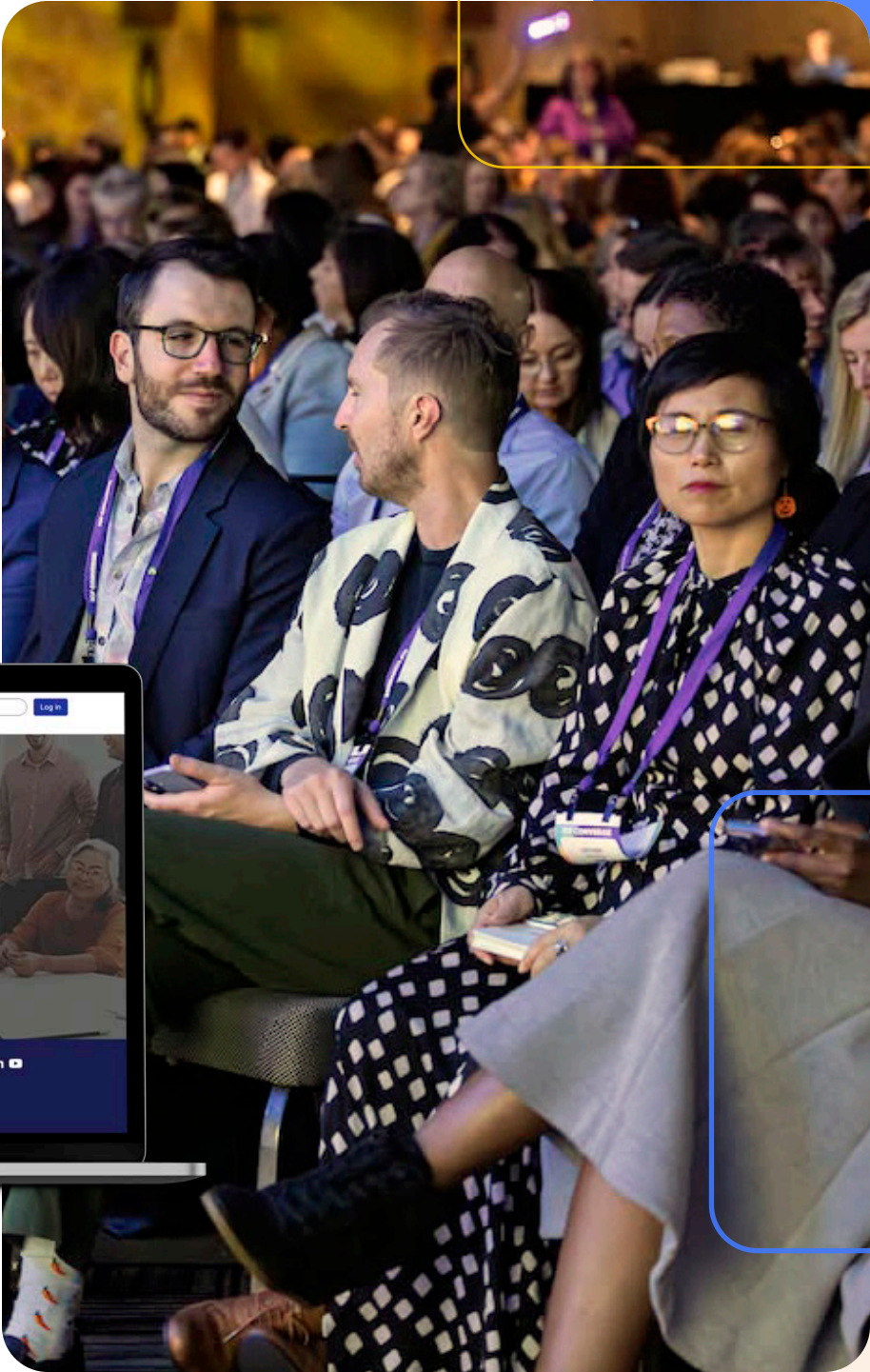
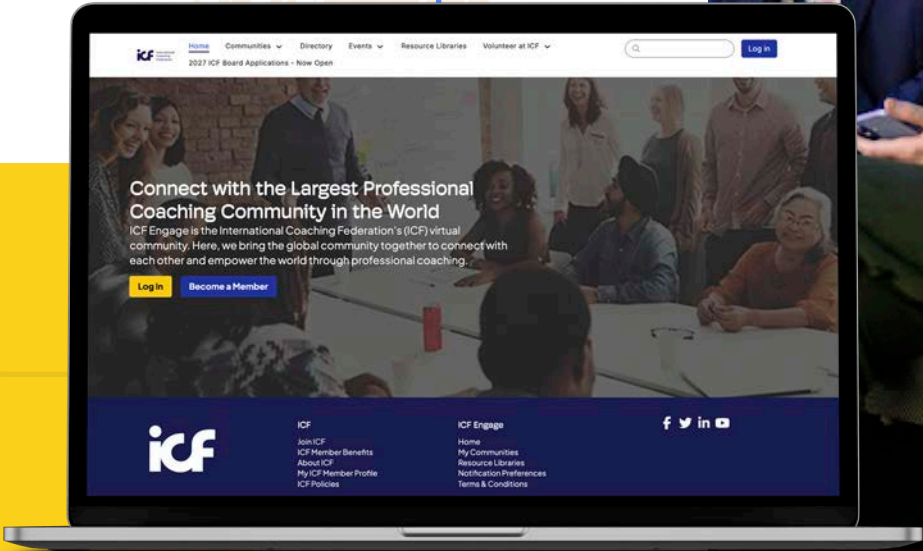
Growth rarely happens alone. It happens in conversations that spark new ideas, in shared challenges, and in those moments when one thoughtful question changes a perspective.

Now in its second year, the ICF Engage online community platform has built remarkable momentum as a space where coaches connect, collaborate, and learn from one another in real time. Across discussions, Q&As, and shared resources, coaches around the world showed up ready to participate.

A Community in Motion

- **24,402** Engaged Users (+66%).
- **1,158** Unique Contributors (+47%).
- **5,507** Discussion Posts (+69%).
- **137** Q&A Posts (+185%).
- **13,240** Document Downloads (+55%).

Behind every number is a conversation, a shared idea, or a coach helping another move forward. What’s growing isn’t just participation — it’s connection. By exchanging wisdom across regions and experiences, we are creating a global culture of continuous learning and a profession that grows stronger through community.



The Hours Behind the Impact

Behind every program, conversation, and milestone across ICF is a community of people choosing to contribute their time, expertise, and care to something larger than themselves.

That community showed up in a remarkable way in 2025. More than 3,300 volunteers contributed over 240,000 hours in support of ICF's mission — helping strengthen programs, guide conversations, mentor peers, and move ideas into action across the global coaching community.

A Community That Showed Up

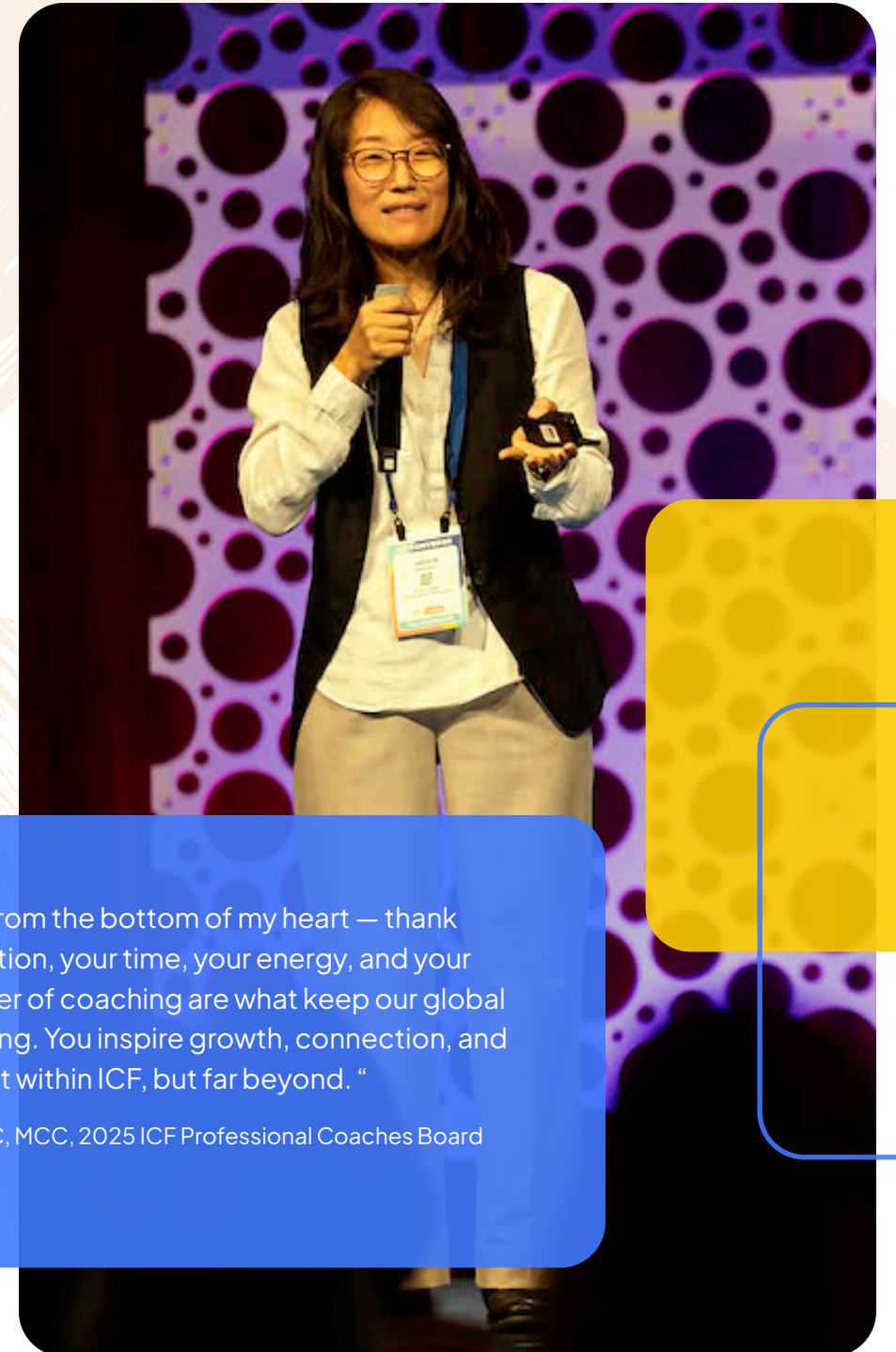
- **3,329** total volunteers.
- **240,695** volunteer hours.
- **Approximately \$6,017,375 USD** in estimated contributed value.

But the true impact goes beyond the numbers. It lives in the generosity behind each hour shared, each perspective offered, and each person willing to step forward in service to the profession and one another. This generosity is the most powerful example of the global coaching community in motion.



“ICF volunteers, from the bottom of my heart — thank you. Your dedication, your time, your energy, and your belief in the power of coaching are what keep our global community thriving. You inspire growth, connection, and change — not just within ICF, but far beyond. “

— Jihane Labib, ACTC, MCC, 2025 ICF Professional Coaches Board Director (UAE)



Coaching the Future, Human First

As artificial intelligence (AI) reshapes the way people work, communicate, and learn, ICF helped the coaching profession navigate this new frontier with curiosity, clarity, and care, while maintaining clear distinctions between AI-enabled tools and professional human coaching.

Recognizing both the opportunities and ethical considerations surrounding AI, ICF introduced the [Acceptable Use of Artificial Intelligence and Client Protection Guidelines](#) — a practical resource designed specifically for coaches, chapters, and the real-world dynamics of professional coaching.

Rather than offering a one-size-fits-all technology policy, the guidelines provide clear principles, best practices, and real-world use cases that help coaches thoughtfully evaluate how AI tools can support coaching and client development while protecting client trust, maintaining professional integrity, and preserving human accountability.

Turning Uncertainty Into Understanding

To help coaches replace uncertainty with understanding and hesitation with possibility, ICF also launched the 2025 AI Catalyst Series. These interactive learning experiences created space for candid conversations around AI's possibilities, limitations, and ethical boundaries.

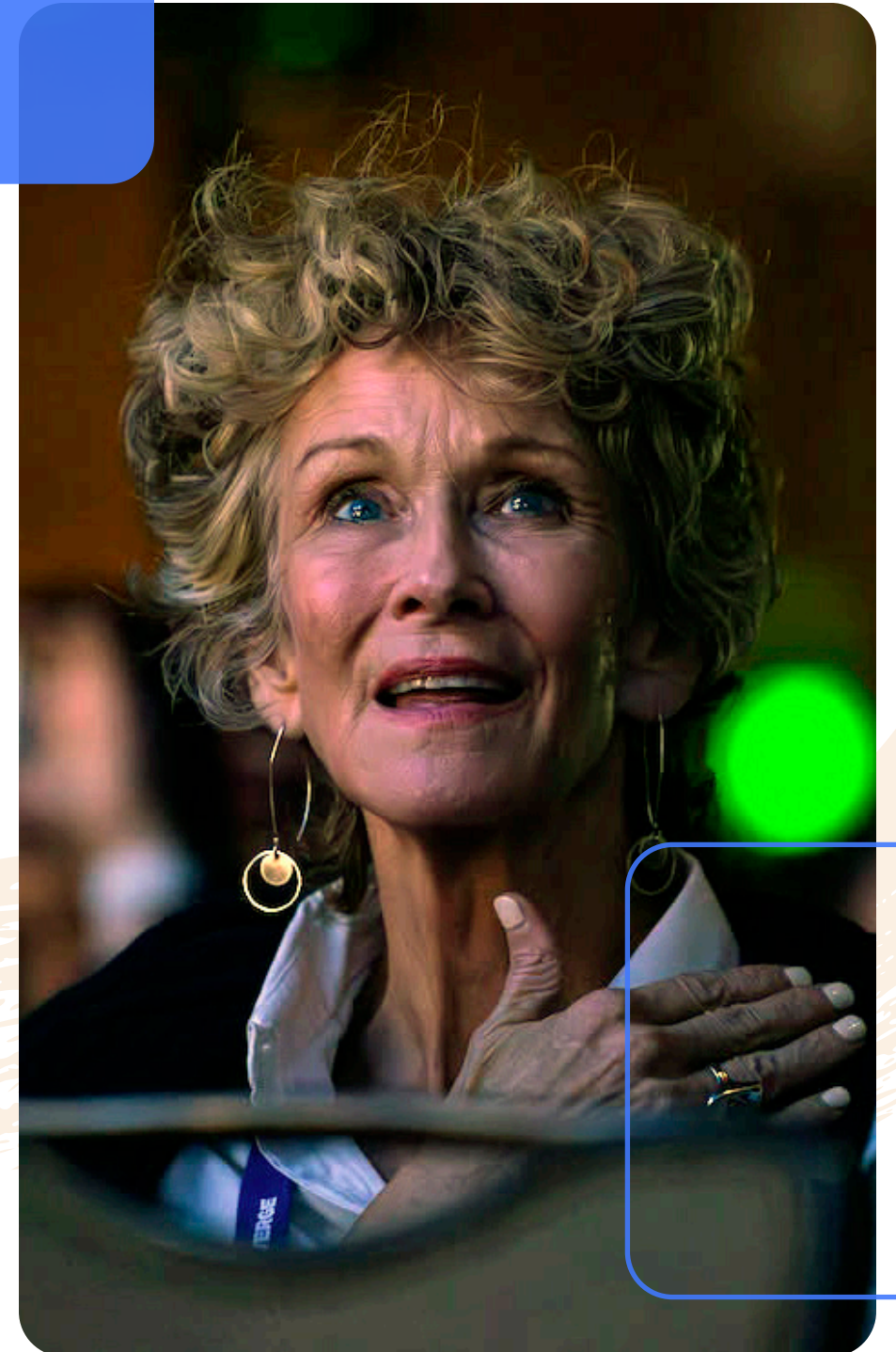
Through live demonstrations, practical examples, and hands-on exercises, coaches explored how AI tools can support preparation, reflection, learning, organization, and efficiency — all while preserving the human presence, empathy, judgment, and partnership at the heart of professional coaching.

The series helped demystify AI for coaches at every level of familiarity, proving that understanding technology does not require a technical background. It requires curiosity, discernment, and a willingness to learn.

Innovation Guided by Integrity

As AI continues to evolve, ICF remains committed to helping the profession lead with both courage and conscience. In many ways, 2025 clarified an important distinction: technology can support coaching, but trust, judgment, and human development remain fundamentally human responsibilities.

By creating trusted guidance, encouraging thoughtful dialogue, and equipping coaches with practical insights, ICF is ensuring the future of coaching remains responsibly forward-looking, firmly rooted in ethics, and deeply, unapologetically human.



Celebrating Coaching Excellence

ICF Coaching Impact Awards

Thirty years ago, ICF set a clear intention: to advance coaching as a force for positive change. That belief still guides us, and every year, the ICF Coaching Impact Awards bring it to life — celebrating those who pair passion with proof, recognizing individuals and organizations that demonstrate the transformative potential of coaching in action through measurable, evidence-based impact.

These aren't participation trophies. Recipients are evaluated against rigorous global standards and recognized for demonstrating meaningful impact through measurable outcomes, innovative approaches, and a deep commitment to community.

Purpose. People. Progress.

Some coaches change a life. Some change an organization. Others change a culture. The 2025 ICF Coaching Impact Award recipients are doing all three — proving that when coaching is practiced with purpose, its reach has no ceiling.

This year, honorees gathered at ICF Converge 2025 in San Diego, California, USA — not just to be recognized, but also to connect, learn, and amplify the work they've built. Across four categories — Coaches, Coaching Education, Organizations, and Social Impact — their stories showcase the full spectrum of coaching's influence.

Coaches Winners

- **Distinguished Coach:** Cheryl I. Procter-Rogers, MCC (USA)
- **Accomplished Coach:** Cristina Mühl, ACTC, PCC (Germany)
- **Emerging Coach:** Hongyok Chimphan, ACC (Thailand)

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

Coaching Education Winners

- **Distinguished Provider:** Activision Coaching Institute (France, Canada, Portugal)
- **Distinguished Educator:** Susan Britton, MCC (USA)

[Meet the 2025 Coaching Education winners.](#)

Organizations Winners

- **Distinguished Organization:** Microsoft Customer and Partner Solutions (USA, Global)
- **Emerging Organization:** Saudi Electricity Company (Saudi Arabia)

[Get to know the 2025 Organizations award winners.](#)

Social Impact Winners

- **Distinguished Coaching Catalyst:** Mission Possible (Canada)
- **Emerging Coaching Catalyst:** The UK Armed Forces Spouse Personal Development Programme (United Kingdom)

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

“Our collective commitment to building a sustainable coaching culture supports transformation from within. ICF's global recognition reinforces that what we are building matters not just to us, but to the world.”

— Damian ten Bohmer, PCC (Australia), Saudi Electricity Company

ICF Chapter Recognition Awards

Big impact starts locally.

The ICF Chapter Recognition Awards celebrate chapters demonstrating exceptional leadership, service, and dedication to advancing coaching in their communities and beyond. Award winners are selected through a rigorous review of annual chapter activity reports.

This year's virtual ceremonies connected chapters across time zones and borders, sparking peer learning and cross-cultural inspiration. In honor of their work, each winning chapter received global recognition and a \$500 USD donation for a charity of their choice — reinforcing the idea that coaching success is tied to social good.

2025 Chapter Recognition Award Winners

- **Large Chapters (500+ members)**
Los Angeles · North Texas · Vancouver · Washington State
- **Medium Chapters (151–500 members)**
Hungary · Malaysia · Québec · Romania
- **Small Chapters (150 members or fewer)**
Chennai · Egypt · Lebanon · Oman

Expanding the Reach and Impact of Coaching

In 2025, ICF strengthened awareness, engagement, and accessibility across its global community, helping more people and organizations discover coaching, understand its value, and connect with the profession.

A major milestone was the launch of ICF’s new website, designed through extensive research and user testing to create clearer pathways for coaches, organizations, and individuals exploring coaching. Its new, more intuitive design makes it easier for users to find the information most relevant to their needs.

At the same time, ICF amplified awareness of coaching through strategic communications, public relations, thought leadership, digital engagement, and content initiatives that elevated the profession’s visibility and expanded engagement across the global coaching community.

These efforts delivered measurable results:

- **More than 1.2 million** media impressions worldwide.
- **423 million** impressions generated through ICF’s 30th Anniversary campaign.
- **37%** growth in social media interactions year over year.
- **86% increase** in search visibility.

Together, these results demonstrate a growing global awareness of coaching, stronger engagement across the ICF ecosystem, and increased access to the resources and opportunities that support the profession worldwide.

Every interaction represents someone engaging with coaching, connecting with the global community, or exploring the profession’s possibilities.

Social Media

274,637 Interactions

(+37% year over year)

11 Million Content Views

20% Increase in average engagement

631,000+ Followers Worldwide

(+10% year over year)

Community Growth by Platform

-  **Facebook:** 127,964 followers (+3.3%)
-  **Instagram:** 53,276 followers (+16.2%)
-  **LinkedIn:** 361,095 followers (+12.4%)
-  **Threads:** 10,060 followers
-  **X:** 31,776 followers
-  **YouTube:** 47,054 followers (+10.8%)

Website

- **9.1+ Million** Page Views.
- **4.5+ Million** Sessions.
- **3 Million** Users.

Following the April launch of ICF’s new website, some year-over-year comparisons were temporarily limited. However, we saw an 8% rise in domain authority, organic search visibility increased by 50%, and keyword rankings strengthened significantly during the second half of the year, establishing a strong foundation for future growth. This includes a more than 128% increase in visibility across AI-generated snippets, overviews, and other AI-powered discovery features.

Media Visibility

8,520 Media Mentions

Over 1 Million Impressions

The Art of Belonging

As ICF celebrated 30 years, we took a moment to look at our global community through a new lens — seeing ourselves as a living mosaic, where the beauty isn't found in uniformity, but in how individual, distinct pieces — each with their own unique edges and hues — come together to create a masterpiece that no single stone could achieve alone. After three decades of growth, our DEIB work remains the essential craft of ensuring every member has a place where they truly belong.

Strengthening the Frame

To ensure every piece of our mosaic is held with care, we refreshed the charter of our Global Diversity Council. We also increased our dedicated network of 42 volunteers serving as council members, facilitators, DEIB ambassadors, Member Resource Group (MRG) leaders, and community leaders. Together, these leaders helped guide meaningful progress and strengthen inclusion efforts that keep our community vibrant and resilient.

Carving Out Space: Member Resource Groups

For a mosaic to be strong, every piece needs a place to belong. Our MRGs offer vital space for underrepresented members and allies to network, develop, and lead. And we were proud to add a new “color” to our palette: the Kaleidoscope MRG. Inspired by the voices of our members, Kaleidoscope fosters an inclusive home for the diverse spectrum of identities related to sexuality and gender.

Our MRGs are the heartbeat of our inclusion efforts, led by a dedicated cohort of members:

- **BIPOC** (229 members).
- **International Military Veterans** (46 members).
- **Kaleidoscope** (26 members).
- **Persons With Disabilities** (95 members).
- **Young Professionals** (124 members).

Turning Commitment into Action

True inclusion requires constant, intentional care. Throughout the year, ICF expanded DEIB learning and visibility across programs, leadership development, and events, helping strengthen belonging, accessibility, engagement, and culturally responsive coaching practices across the global coaching community.

Highlights include:

- **8** workshops for chapter leaders and coach educators.
- **2** DEIB-focused toolkits supporting inclusive leadership and education.
- **8** DEIB and MRG sessions at ICF Converge 2025.
- **4** new membership-focused DEIB learning classes.

The release of ICF's second State of DEIB Address provided a comprehensive look at how DEIB commitments are being translated into action across the coaching community. The address highlighted key programs, partnerships, educational initiatives, and Member Resource Groups that shaped the year while reinforcing the

importance of belonging, accessibility, engagement, and cultural responsiveness throughout the profession. The initiative also contributed to increased volunteer engagement and continued growth across Member Resource Groups.

As coaches, we hold space for transformation, providing the canvas that allows every unique perspective to shine through. We are building more than a profession; we are creating a masterpiece.



A New Code of Ethics

In our evolving profession, ethics are more than standards on paper — they are the North Star that guides our coaching presence and ensures we show up for our clients with integrity, courage, and care.

Following a rigorous 15-month review, the revised ICF Code of Ethics officially launched in April 2025. The update reflects the realities of a changing coaching landscape while reinforcing the values and professional responsibilities that continue to guide the profession worldwide.

To support coaches in integrating these changes, ICF updated several resources, including the Insights and Considerations for Ethics, a video series featuring members of the ICF Code Review Team explaining the revisions, and an Overview of Changes document. ICF also introduced a new Ethics Continuing Coach Education (CCE) course.

Last year alone, 12,543 coaches completed this journey of self-reflection.

The revised Code of Ethics is currently available in 16 languages, helping strengthen alignment and accessibility across the global coaching community.

Ethics as an Ongoing Practice

Who says ethics can't be engaging? Our vibrant network of ethics volunteers — from the Code Review and Ethics Advocacy Team to our Independent Review Board — spent the year sharing their wisdom at chapter events, volunteer-led discussions, ICF Ethics Watercooler Conversations, and an ethics booth at ICF Converge 2025. What

emerged was a clear reminder that ethics are not separate from coaching practice — they are woven into how coaches listen, lead, and serve others every day.

Ethical Conduct and Compliance Report

The [2025 Ethical Conduct and Compliance Report](#) from ICF highlights the organization's commitment to maintaining high ethical standards in coaching, and outlines the processes for handling ethical complaints, addressing compliance issues, and managing trademark violations. ICF members and credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards. ICF's Ethical Conduct Review process, Accreditation Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand. The 2025 Ethical Conduct and Compliance Report provides an overview of these activities.

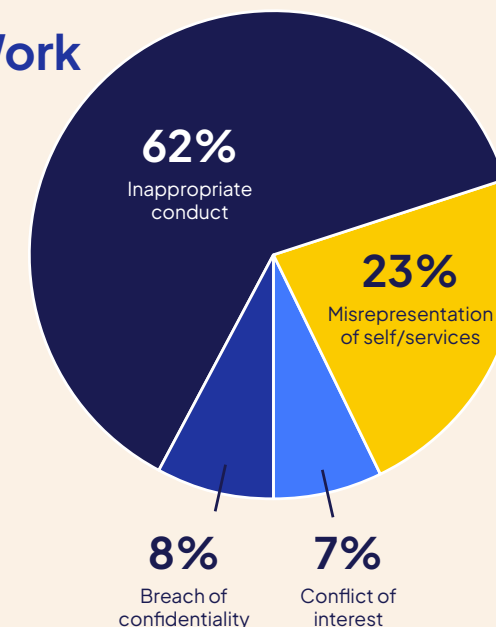
"Intensive examination of the code of ethics shows how important an ethical mindset is as the basis for good coaching. This can be experienced particularly well in dialogue with other coaches on ethical issues."

— Jürgen Bache

The ECR at Work

39 Total ECR Complaints Filed

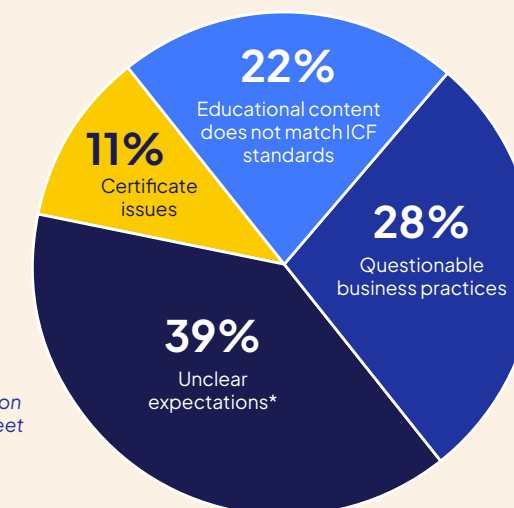
Themes of Concern:



Accreditation Integrity

In 2025, 18 complaints were filed against accredited providers. We are proud to report that through rigorous coaching and remediation, no ICF-accredited providers lost their status this year — reflecting a community-wide commitment to continuous improvement and accountability.

Themes of Concern:



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

Moving the Profession Forward

Coaching is constantly evolving — and so is the way coaches learn, connect, and grow together.

ICF’s Learning and Development continued to create learning experiences that bring coaches, leaders, and volunteers together across countries, cultures, and areas of expertise. Through global events, peer learning, leadership development, and digital education, coaches found new ways to strengthen their skills, expand their perspectives, and stay connected to a rapidly evolving profession.

International Coaching Week (ICW)

During ICW 2025, thousands of people around the world experienced coaching firsthand through more than 1,550 events offered in 37 languages. From live coaching demonstrations to interactive workshops and conversations, ICW 25 offered a front-row seat to what coaching can unlock: insight, momentum, and new ways of seeing what’s possible. More than 31,000 participants across 81 countries and territories joined conversations that opened new ways of thinking, leading, and relating.

ICW by the Numbers:

- 1,550 events.
- 37 languages.
- 31,270 participants.
- 81 countries and territories.
- 3.7 average events attended per participant.

Global Leaders Forum

The annual ICF Global Leaders Forum brought together more than 300 volunteer leaders for conversations centered on leadership, inclusion, and civil discourse in increasingly complex environments. Through dialogue, shared experiences, and collaborative learning, participants explored how coaching can help create more constructive conversations across differences while strengthening leadership within their local communities and the global profession.

Communities of Practice

ICF Communities of Practice continued to create space for coaches to exchange ideas, deepen expertise, and explore emerging topics together.

Across webinars, discussions, and peer-led learning experiences, coaches connected around shared interests and specialties while staying engaged with new perspectives, evolving practices, and conversations shaping the future of the profession.

Communities of Practice Highlights:

- 9 active communities.
- 37 live webinars.
- 20,283 registrations.
- 4,000+ live attendees.
- 20,000+ CCE credits claimed.

The ICF Learning Portal

More than 33,000 learners accessed the ICF Learning Portal last year, exploring a growing library of professional development resources designed to support coaches at every stage of their journey. From foundational learning to advanced skill development, the platform continues to provide flexible, on-demand access to education that helps coaches strengthen competencies, stay current with emerging topics, and continue growing alongside a rapidly evolving profession. With nearly half of all courses offered free of charge, the portal continues to expand access to learning for coaches around the world.

Learning Portal Highlights

- 33,000+ learners.
- 50+ new learning products.
- 256 total courses.



Bringing the Global Community Together at ICF Converge 2025

ICF Converge 2025 welcomed more than 1,300 attendees from 50+ countries to San Diego, California, USA, for a global gathering centered on learning, connection, and the future of coaching.

The event marked a milestone year for ICF, celebrating 30 years of impact while introducing a new chapter for Converge. Beginning in 2025, Converge transitioned to an annual experience, reflecting ICF's strategic direction to create more consistent and accessible opportunities for members to learn, connect, and grow together.

Coaches, HR professionals, thought leaders, and industry experts gathered to exchange perspectives, celebrate the profession's evolution, and explore what's next. Across 87 sessions, attendees engaged with timely topics including ethics, neuroscience, leadership, AI, business development, well-being, and emerging trends shaping the coaching profession.

Creating More Meaningful Connection

New initiatives helped attendees connect more intentionally throughout the conference experience.

- **280** participants joined the First Timers Program.
- **180** attendees enjoyed the Learning Circles.
- **Bite-Sized Adventures** filled every available seat.
- **Member Resource Group sessions** created spaces for peer connection, inclusion, and shared learning.

Bridging Language Accessibility Needs

To expand participation and make the experience more accessible for all attendees, ICF Converge 2025 enhanced its use of live translation and accessibility tools. Through Wordly, more than 130 hours of real-time translation were delivered across 21 languages, supporting nearly 600 users throughout the conference.

These tools extended access beyond language support alone, offering real-time captioning, multilingual comprehension assistance, and alternative ways to engage with content for attendees with diverse needs. **Japanese, Korean, and Mandarin were among the most used languages**, reflecting growing demand for globally accessible learning experiences and more inclusive ways to connect across the coaching profession.

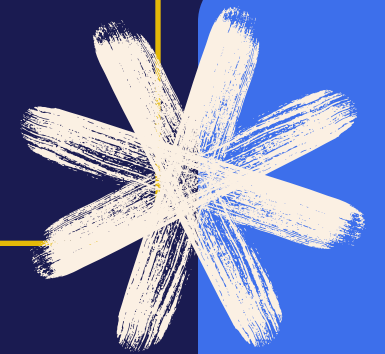
Impact Beyond the Conference

The spirit of community extended well beyond the conference sessions themselves. Together, attendees, sponsors, exhibitors, and volunteers assembled 800 care kits for Veterans Village of San Diego, reflecting a shared commitment to service and human connection. Supported by 11 sponsors and exhibitors and more than 40 volunteers, the initiative served as a reminder that the impact of coaching communities can reach far beyond the walls of a conference venue.



Converge by the Numbers

- **1,300+** attendees.
- **50+** countries represented.
- **46** breakout sessions.
- **16** learning labs.
- **7** signature talks.
- **6** pre-conference workshops.



Insights Shaping the Future of Coaching

Strong professions grow through both practice and perspective. Research provides the compass. Data helps illuminate the path forward. In 2025, ICF continued to invest in research and data services that help the global coaching community better understand the profession, anticipate change, and navigate what comes next with greater clarity and confidence.

At the center of this work was the completion of the **2025 ICF Global Coaching Study** — one of the most comprehensive examinations of the coaching profession worldwide. Drawing insights from more than 10,000 professional coaches across the globe, the study provides a data-driven view of coaching’s size, economic impact, and emerging opportunities.

A Profession Continuing to Grow

The findings reflect a profession that continues to expand in reach, relevance, and influence:

- 122,974** professional coaches worldwide.
- \$5.34 billion USD** in estimated annual coaching revenue.
- 10,000+** coaches surveyed globally.
- 59%** of coaches optimistic about the profession’s future.

The study also highlighted continued growth in organizational coaching, internal coaching, and team coaching, alongside increasing adoption of virtual, digital, and AI-enabled coaching approaches that are expanding access around the world.

Even amid economic uncertainty and growing competition in some markets, coaches continue to express confidence in the future of the profession while recognizing the importance of professional standards, credentials, and ethical practice in sustaining trust and credibility.

Connecting the Community to Knowledge

Beyond research reports, ICF’s data and research resources continued to support learning and discovery across the profession.

Research Portal

- 5,367** searches.
- 428,871** stream views.
- 857,745** PDF file displays and downloads.
- 473,127** reference file displays and downloads.

Research Assistance

- **3,434** coaches in the research panel.
- **17** research assistance requests.

Together, these numbers reflect more than information access. They represent a global community actively seeking knowledge, sharing insights, and using data to help shape the future of coaching.



Partnerships That Move the Profession Forward

Strategic alliances help expand both the global reach and local relevance of coaching. By collaborating with organizations across industries and sectors, ICF is able to amplify impact, strengthen shared learning, and advance a vision of a world where coaching is integral to transforming societies.

As leadership challenges grow more complex and the future of work continues to evolve, coaching is increasingly being recognized as an essential capability for navigating change, strengthening collaboration, and supporting more human-centered leadership.

Through these collaborations, coaching is extending its influence across leadership, change management, sustainability, workforce development, research, and business strategy — helping bring coaching principles into spaces where they can create lasting impact.

Each alliance brings a different perspective, expertise, and audience into the conversation, helping coaching reach new industries, disciplines, and communities around the world.

As these partnerships continue to grow, so does the reach, relevance, and ripple effect of coaching around the world.

Strategic Alliances include:

- Global Coaching and Mentoring Alliance.
- Association of Change Management Professionals.
- World Federation of People Management Associations.
- Institute of Management Accountants.
- Sustainability Coaching Coalition.
- Institute of Coaching.



Connections. Co-Creation. Community.

Great coaching education does not happen in isolation. It grows through shared ideas, collective wisdom, and people willing to build something meaningful together.

This year, collaboration became the compass guiding the work of ICF Coaching Education. Across the ICF ecosystem, teams aligned around a shared direction — strengthening resources, expanding learning opportunities, and creating more connected experiences for educators and coaches around the world.

With that compass in hand, progress became more intentional and more integrated. A refreshed digital experience, new learning tools, and evolving professional standards were not separate initiatives, but connected points on the same path. Research, education, credentials, and learning increasingly informed one another — creating offerings that reflect both where the profession is today and where it is heading next.

Each step forward was guided by a simple idea: when we move in the same direction, we move further together.

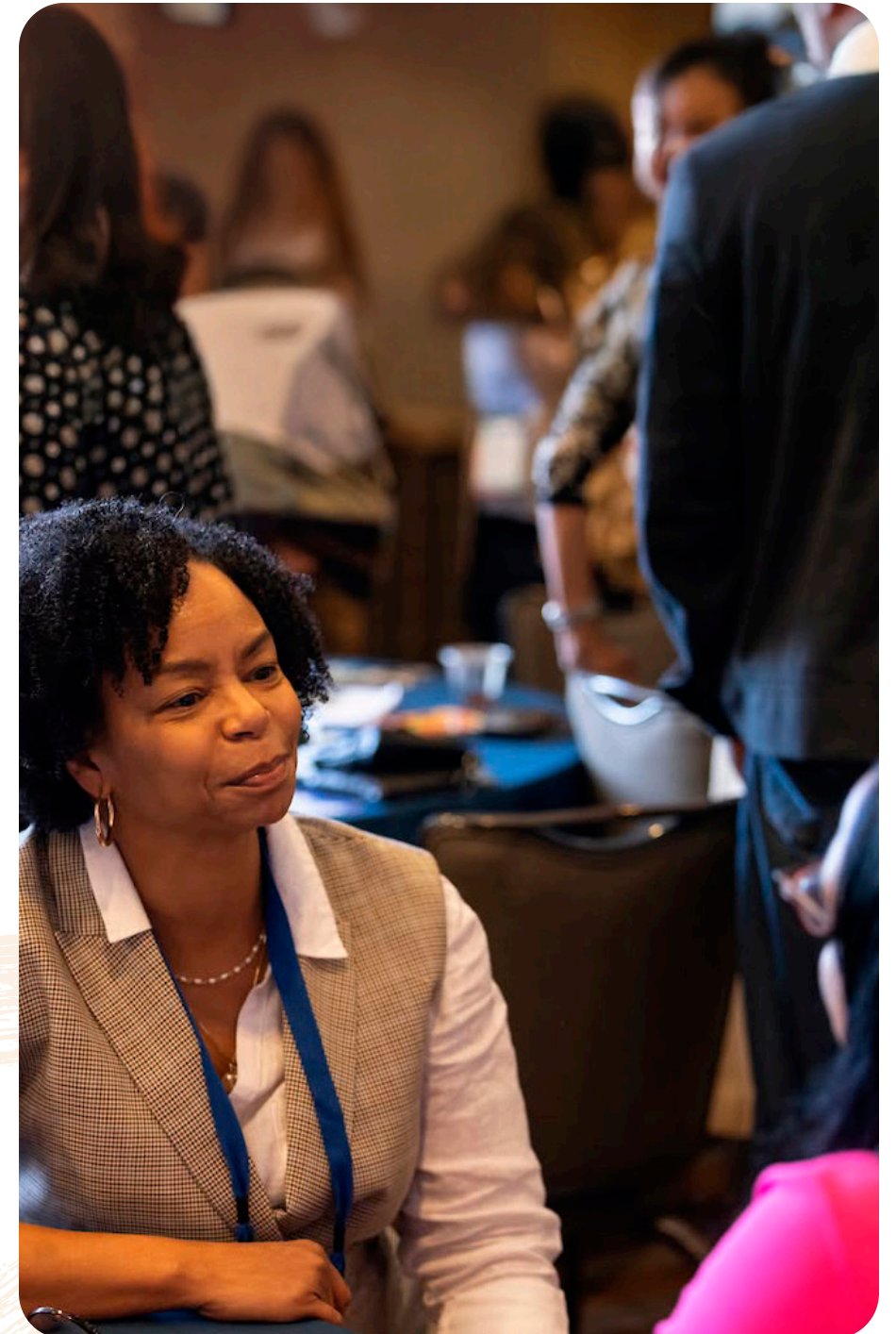
Engagement, Learning, and Community

ICF Coaching Education creates spaces where educators learn and grow. Across 27 global gatherings, the focus remained consistent: shared learning, open dialogue, and continuous improvement across the coaching education community.

These included:

- **Discovery Series:** 11 sessions supporting ICF-accredited providers and coach educators through conversations on industry trends, faculty development, and education quality.
- **Assessor Community Calls:** 24 sessions bringing assessors together for alignment, learning, and shared practice.
- **Town Halls:** 8 sessions, with average attendance increasing 58% compared to 2024, reflecting growing engagement across the community.

These are not just meetings. They are shared spaces where educators connect across regions and roles, exchange ideas in real time, and strengthen the collective practice of coaching education.



Accreditation Snapshot

3,893 total accredited providers + 85% accreditation renewal rate

Growth at the advanced levels signals increasing demand for depth, specialization, and professional mastery within the coaching field.



Driving Organizational Growth

Coaching transforms organizations from the inside out. It shapes how leaders at every level listen, learn, adapt, make decisions, and grow. In practice, this shows up in stronger leadership, more thoughtful decision-making, and cultures that support continuous development.

ICF Coaching in Organizations continues to deepen this work, supporting organizations as they move from exploring coaching to embedding it into how they operate, lead, and evolve. Rather than a standalone initiative, coaching is increasingly becoming part of how organizations define growth and direction.

This growing participation reflects a stronger commitment to integrating coaching into organizational culture at scale, across industries and regions.

Spaces for Shared Learning

The Coaching Gym launched as a monthly interactive space exclusively for member organizations. It quickly became a trusted environment for practical, peer-driven learning — where leaders share real challenges, exchange ideas, and explore how coaching shows up in day-to-day organizational life.

These sessions focus on application over theory, helping organizations translate coaching into action across leadership, communication, and culture.

Deep Dive Sessions

Twelve monthly Deep Dive Sessions created a trusted space for members to explore the real-world opportunities and challenges shaping organizational coaching today. These interactive forums encouraged peer learning, honest conversation, and practical problem-solving, enabling participants to exchange ideas and uncover actionable strategies for building and sustaining coaching cultures within their organizations.

Topics throughout the year included quality assurance in coaching programs, imposter syndrome, coaching platforms, and securing executive buy-in — reflecting the evolving realities organizations are navigating as coaching becomes more deeply embedded in leadership and workplace practice.

“Because of our membership with ICF Coaching in Organizations, our team has been able to increase the external visibility and credibility of our internal coaching initiative, gain an objective view of our current state and challenges through the Coaching Culture Compass, and strengthen the foundation for embedding a coaching culture into leadership development.”

— Hideyo Watanabe, Senior Vice President, Osaka Gas, USA



Coaching in Organizations Snapshot

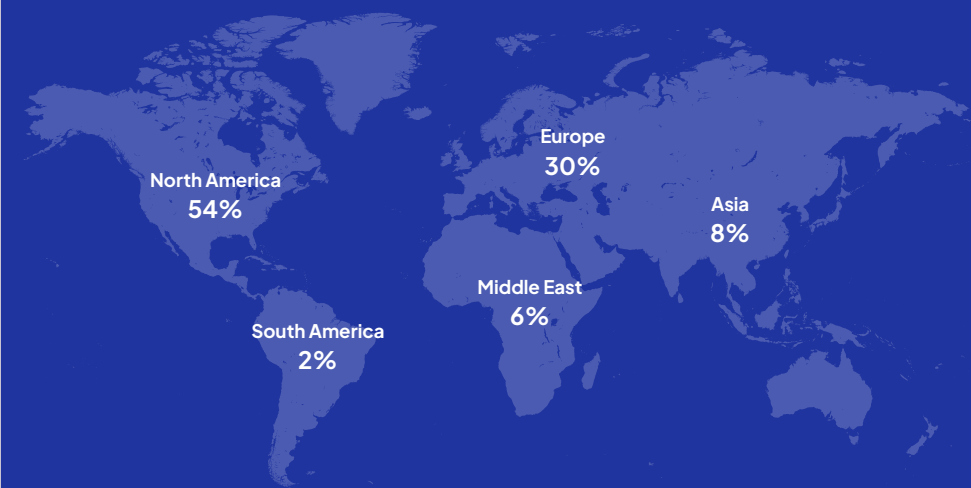
47 Member organizations + 1,062 representatives*

A Global Community of Practice

By year-end, member organizations spanned North America, Europe, the Middle East, Asia, and South America — representing a broad mix of sectors including healthcare, technology, finance, government, education, and more.

This global reach reflects how coaching is being adapted across contexts while maintaining a shared commitment to growth, capability-building, and leadership development.

Regional Breakdown



Industries Represented

-  Health Care (20%)
-  Professional Services (19%)
-  Technology (15%)
-  Financial Services (11%)
-  Government & Public Sector (11%)
-  Education (9%)
-  Pharmaceuticals (8%)
-  Energy / Utilities (3%)
-  Shipping & Logistics (2%)
-  Media & Broadcasting (2%)

* As part of an updated organizational membership strategy focused on supporting organizational effectiveness and coaching culture development, some organizations have transitioned from organizational memberships to individual Professional Coaches memberships. While this shift has resulted in fewer Coaching in Organization member organizations and representatives, these members continue to participate in the broader coaching ecosystem.

Raising the Bar. Shaping What's Next.

Excellence in coaching isn't static — it's something we build, test, and refine together. That commitment strengthens the trust coaches place in their profession and the trust clients place in coaches. And in 2025, that collective work reached new heights.

The ICF-credentialed community grew to more than 60,000 active credentials worldwide — a powerful signal that coaches across cultures and contexts are choosing shared standards, shared ethics, and a shared commitment to excellence. Behind that number is something even more meaningful: a profession that holds itself accountable.

Standards That Evolve With the Profession

In partnership with ICF Coaching Education, Research and Data Services, and research partners at the Human Resources Research Organization (HumRRO), ICF completed a rigorous, evidence-based Global Coaching Job Analysis and review of the ICF Core Competencies.

Drawing on comprehensive analysis and extensive global research, this study validated the essential knowledge, skills, and abilities that define effective coaching today — and refined the Core Competencies to ensure professional standards continue to reflect the evolving demands of the profession. When standards are this carefully tended, every credential holder benefits.

Access Without Compromise

Expanding excellence means removing barriers without lowering the bar. ICF made meaningful updates to increase access to our credentials, including:

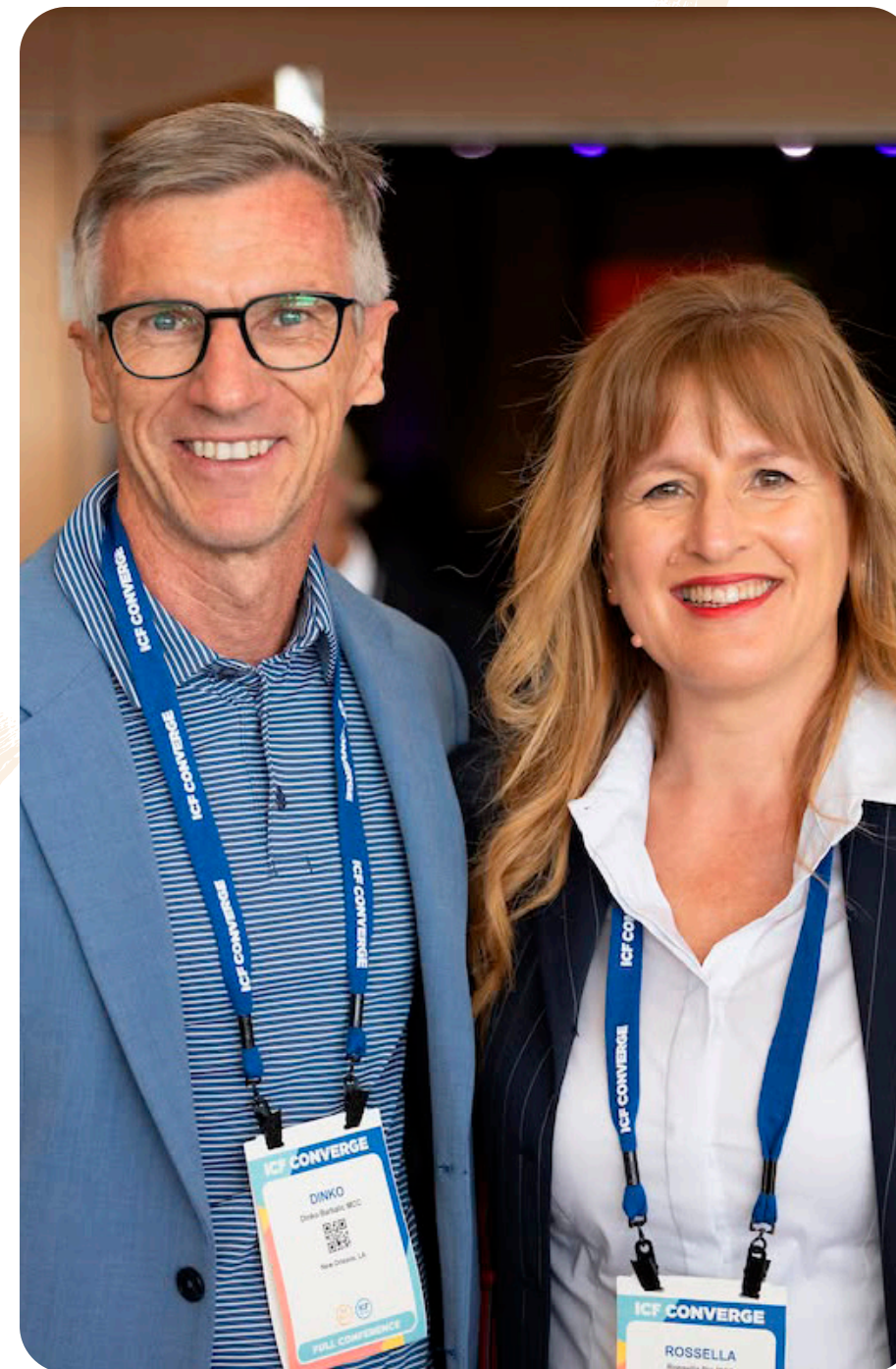
- Simplified application pathways and a streamlined renewal process, while maintaining our robust standards.
- New accessibility features integrated into our exams to support all candidates.
- Expanded credential access for US Veterans through approval of ACC and PCC credentials for coverage under GI Bill benefits.

Built by Coaches, for Coaches

None of this happens without the practitioners at the center of it. **More than 3,000 coaches worldwide provided critical insights into the Global Coaching Job Analysis** — a foundational effort to ensure ICF credentials reflect the real, evolving demands of professional coaching practice. Their insights don't just inform our work; they define it.

Alongside this global effort, **nearly 150 credentialed coaches served as subject matter experts** on workshop panels, task forces, and standing committees — contributing their expertise directly to the ongoing development of ICF examinations, credential programs, and the Core Competencies themselves.

This is what best-in-class looks like: a credential shaped by the field, for the field — and built to evolve alongside it.



Credentialing Snapshot

14,180 New credential applications + 60,198 active credentials



Amplifying Impact, Accelerating Change

Coaches don't just guide — they ignite. They listen, challenge, and unlock potential that transforms individuals, organizations, and entire communities. The ICF Foundation is a spark that powers this global movement, ensuring coaches have the resources to create ripples of change that become waves of transformation.

Through the generosity of our donors and the commitment of volunteer coaches, we helped expand access to coaching, strengthen communities, and build a more equitable and sustainable future, demonstrating one simple truth: When shared purpose meets coaching excellence, impact multiplies.

The Ignite Initiative

The Ignite Initiative mobilizes ICF chapters, credential-holders, and members to support organizations advancing the United Nations Sustainable Development Goals through six-month, reduced-rate coaching engagements.

- **77** projects delivered worldwide.
- **48** ICF chapters engaged.
- **932** ICF-credentialed coaches volunteered.
- **1,403** coaching clients served.
- **\$1,092,780 USD** estimated value of coaching services provided.

Special Projects

Through Special Projects, the ICF Foundation partners with mission-aligned organizations to deliver customized coaching engagements that strengthen leadership and drive lasting change. These yearlong partnerships extend the reach of coaching to communities and initiatives advancing the United Nations Sustainable Development Goals.

- **2** projects delivered.
- **81** ICF-credentialed volunteers.
- **87** coaching clients served.

Council of Ambassadors

Katalin Draskóczy, PCC

Daeun Kim, PCC

Tassos Kotzias, PCC

Maria Kovaleva, ACC

Vina Paglicawan, PCC

Maria Saenz, PCC

Mauricio Campos Suarez, PCC

Sabrina Szabo, PCC

Scholarships: Expanding Access, Strengthening the Profession

Our scholarship program continued its strong upward trajectory, opening doors to coaching education for aspiring coaches from historically underrepresented communities.

- **85** scholarships awarded to recipients in 28 countries.
- **29** ICF-accredited coaching education providers donated scholarships valued at an estimated \$344,777 USD.
- **93** ICF volunteers served as scholarship reviewers.

Each scholarship includes:

- Full tuition for a Level 1 ICF-accredited coaching education program.
- A complimentary one-year ICF membership.
- A waived ACC credential application fee.

By removing financial barriers, these scholarships help cultivate a coaching profession that is more inclusive, culturally responsive, and globally representative.

Foundation Snapshot

The Generosity That Fuels Our Mission

The ICF Foundation’s impact is made possible by a global community of donors who believe in coaching as a catalyst for positive change.

2025 Giving at a Glance

- **\$487,813 USD** total donations received.
- **3,536** gifts from supporters worldwide.
- **3,202** donors, 26% of which were new donors.
- **1,995** repeat gifts, reflecting sustained commitment.
- **72** Foundation Society members (\$500+ USD annually).
- **56%** of Foundation Society donors renewed their support.
- **\$5,284 USD** donated by ICF Board leadership.

Global Giving Tuesday

- **\$16,721 USD** raised (84% of goal).

In-Kind Contributions

- **\$344,777 USD** in scholarship support provided through partnerships with ICF-accredited coaching education providers.

Spotlight:

When Crisis Becomes Catalyst

Case Study — Save the Children India

In 2023, a federal law change revoked Save the Children India’s global fundraising license, blocking access to more than \$60 million USD in pledged donations — including its own reserves. The organization faced an uncertain future.

Through coaching support provided via ICF India’s Ignite Initiative, leadership teams navigated crisis with clarity and resilience. Coaching helped leaders remain mission-focused, explore new strategies, and lead with confidence during unprecedented disruption.

Today, Save the Children India continues to serve more than 7 million children annually.

“We were able to dig into ourselves and find resources we never thought we had — and begin solving problems we never thought could be solved.”

— Sudarshan Suchi, Former CEO, Save the Children India

A Global Community with Local Heart

Coaching grows strongest where connection is closest to the ground. Within local communities, supported by global standards and shared purpose, professional coaching comes to life through relationships, leadership, and everyday practice. These connections between local chapters and the global community continue to strengthen how coaching is experienced around the world.

In 2025, ICF Professional Coaches continued to deepen these connections across its global chapter network and member community.

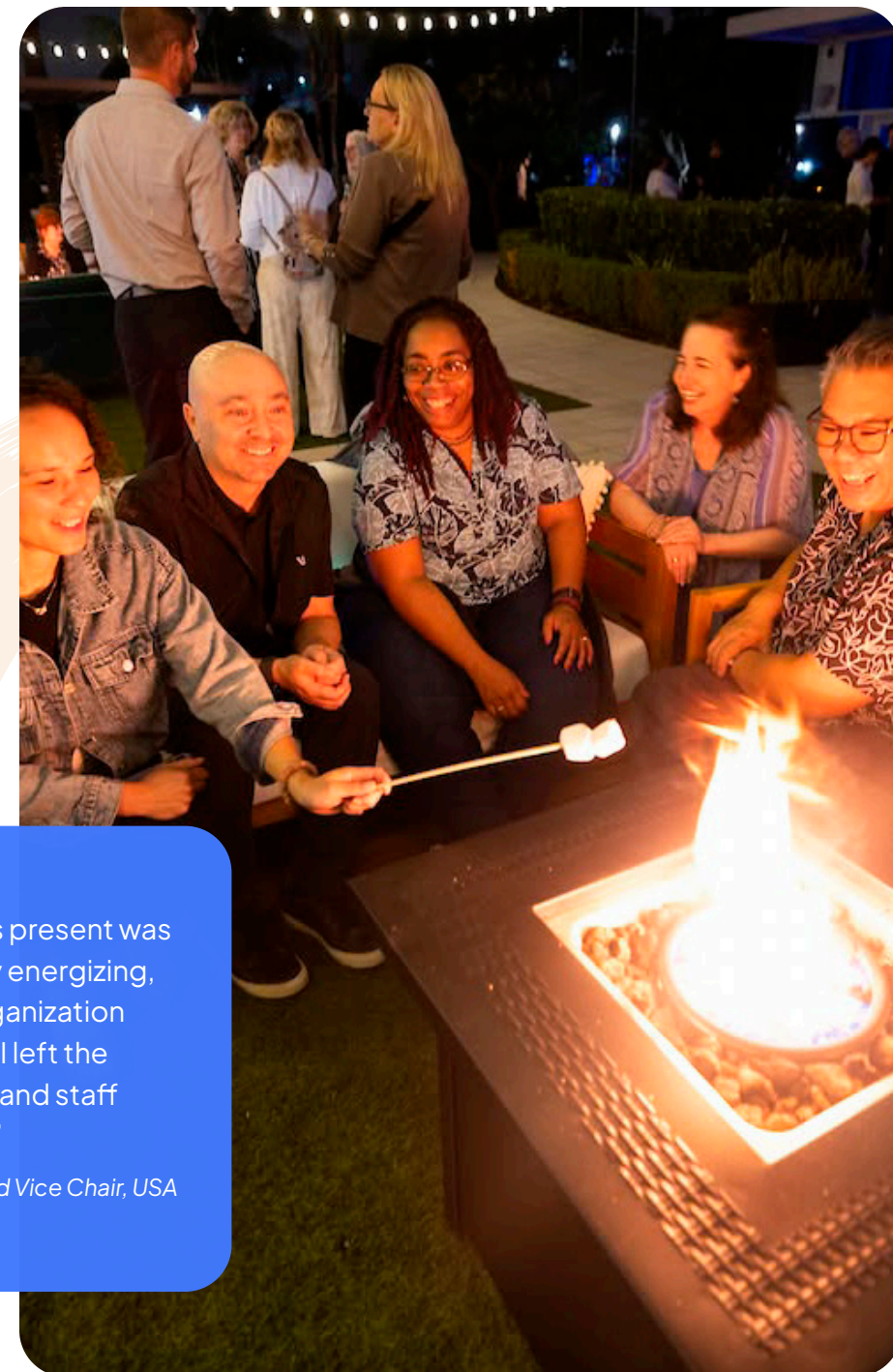
Connecting Leaders, Strengthening Alignment

Quarterly chapter leader update calls brought chapter presidents and presidents-elect together with the ICF Professional Coaches Board leadership for open dialogue and shared learning.

These sessions created space for leaders to surface challenges, exchange ideas, and align on how best to support their members in local contexts. Rather than simple updates, these conversations became moments of connection — helping translate global priorities into meaningful local action and strengthen leadership capacity across regions.

“The enthusiasm and energy from the chapter leaders present was palpable and invigorating ... this group was incredibly energizing, and I reflected that it is no wonder ICF is a thriving organization with leaders such as these carrying out our mission ... I left the meeting feeling incredibly grateful for those leaders and staff members. We ARE making a difference in the world.”

—James “Jim” Wetrich, PCC, 2025 ICF Professional Coaches Board Vice Chair, USA



Membership Snapshot

59,063 ICF members + 143 ICF chapters

Top 10 Countries by Membership

United States	28,054
Canada	5,336
United Kingdom	5,264
Australia	2,170
Italy	1,854
France	1,809
India	1,639
Singapore	1,352
Germany	1,308
Switzerland	1,012

Chapter Breakdown

123 Charter chapters
20 Non-chartered chapters

Membership by Region



Chapters by Region

Asia	19
Eastern Europe	18
Latin America	14
Middle East & Africa	17
North America	57
Oceania	1
Western Europe	17

Listening for What's Next

The future rarely arrives all at once. It begins as small signals on the horizon — subtle shifts in behavior, language, leadership, and culture that hint at where the profession may be heading next.

The ICF Thought Leadership Institute helps the coaching profession tune into those signals before they become full-scale change. By gathering perspectives across industries, cultures, and lived experiences, it creates space for coaches to pause, notice patterns, and explore what the future may be asking of the profession.

This work invites the coaching community to look beyond the immediate moment and participate in a broader conversation about what coaching is becoming — and what the world may soon need it to be.

Signals, Insight, and Global Perspective

The “What’s Your Hunch?” campaign invited coaches to share emerging patterns from their lived experience. These contributions added depth to global research by turning individual observations into shared insight — connecting local reality to a wider professional conversation about the future of coaching.

- **20+** countries represented.
- **50+** future-focused predictions contributed.

Together, these signals created a richer picture of the questions, tensions, and opportunities beginning to shape the profession across regions and contexts.

Publishing Insights with Purpose

Throughout the year, the **ICF Thought Leadership Institute published 11 long-form articles** exploring topics including AI, ecosystem-centered coaching, resilience, leadership, and the future of work.

Each article served as a lens into evolving conversations shaping the coaching landscape, inviting readers to reflect not only on where the profession stands today, but where it may be headed tomorrow. Rather than offering simple answers, the work encouraged deeper curiosity, critical thinking, and exploration of emerging possibilities.

Audience engagement remained strong, with **7,570 subscribers and 59,784 active users**. Readers came from cities including London, Singapore, and New York, underscoring the international reach of these ideas.

Building the First Coaching Futures Report

A major milestone for the year was the development of the first *ICF Coaching Futures Report*, published in early 2026.

The work brought together expert interviews, trend analysis, cross-functional collaboration, and global perspectives to help chart a clearer view of the landscape ahead for coaching. More than a publication, the report represents the beginning of a more intentional practice of listening, interpreting, and helping the profession navigate change with greater awareness and adaptability.

It marks an important step in strengthening ICF’s capacity to help coaches not only respond to the future, but also actively help shape it.



Financial Overview

The 2025 financial audit will take place in the fall of 2026, and the financial report will be posted to the ICF website when it is complete.



2025 Global Boards

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Magdalena Nowicka Mook
CEO, Ex Officio

ICF Global Board Chair (Shweta Handa-Gupta, MCC, in 2025) 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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Jennifer Lloyd
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Celeste Moore
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Ashley Thompson
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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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