

What is the International Coach Federation?

Founded in 1995, the International Coach Federation (ICF) is the leading global organisation dedicated to advancing the coaching profession by setting high standards, providing independent certification, and building a worldwide network of credentialed coaches. With more than 11,500 professional personal and business coaches representing over 80 countries, the ICF is the voice of the coaching profession.

What is Coaching?

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential.



Questions About Coaching?

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What are the Benefits of Hiring a Coach?

Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhance thinking and decision making skills, improve interpersonal effectiveness and increase confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of

productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

Many businesses have increasingly turned to coaching to help meet the variety of challenges that face today's managers and executives. Coaches assist individuals within an organisation, as well as entire organisations, to achieve increased performance, improve retention and morale and develop greater employee

commitment through helping individual employees find greater satisfaction in their roles.



How do I Choose a Coach?

The most important thing to look for in selecting a coach is someone with whom you feel you can easily relate to and create the most powerful partnership. Here are some questions you may want to ask prospective coaches:

- What is your coaching experience? (number of individuals coached, years of experience, types of situations)
- What is your coach-specific training? (enrolled in an ICF accredited training program, other coach-specific training, etc.)
- Do you hold an ICF credential? The International Coach Federation recommends consumers work with ICF credentialed coaches.
- What is your coaching specialty or areas with which you most often work?

- What specialised skill or experience do you bring to your coaching?
- What is your philosophy about coaching?
- What is your specific process for coaching? (how sessions are conducted, frequency, etc.)
- What are some coaching success stories? (specific examples of individuals who have done well and examples of how you have added value)

What is an ICF Credentialed Coach?

A coach who has been credentialed by the International Coach Federation has completed stringent education and experience requirements and has demonstrated a strong commitment to excellence in coaching.

Coaches who have been credentialed by the ICF have received coach-specific training, achieved a designated number of experience hours and been coached by a mentor coach.

Why Choose an ICF Credentialed Coach?

The International Coach Federation's rapid expansion indicates worldwide recognition of the value of ICF credentialed coaches. Why choose a coach and have to wonder about their qualifications? When you choose an ICF credentialed coach, you can enter the coaching relationship with peace of mind.

For more information on the International Coach Federation or to search for an ICF credentialed coach, visit www.coachfederation.org.