



UNLOCK YOUR POTENTIAL.

Partner with an ICF Coach.

We all have goals we want to reach, challenges we're striving to overcome, ideas that need a road map and times we feel stuck. Partnering with a professional coach can unlock your potential and set you on a path to thriving personally and professionally.

The International Coaching Federation (ICF) is here to help you get the most out of your partnership with a professional coach.

What is coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The coaching process can help you improve your outlook on work and life, while improving your leadership skills and unlocking your potential.

Why should I partner with a coach?

If you want to take advantage of an opportunity or challenge, feel “stuck” on the path to achieving your goals, or simply believe there’s something more to discover in your personal or professional life, partnering with a professional coach could benefit you.

Coaching clients who responded to the *2017 ICF Global Consumer Awareness Study* reported positive coaching impacts including:

- Improved communication skills
- Increased self-esteem/self-confidence
- Increased productivity
- Optimized individual/team work performance
- Improved work/life balance
- Increased well-being
- Improved business management strategies
- Expanded professional career opportunities
- Accelerated on-boarding into a new professional role

How do I find a coach?

Before you begin the process of hiring a coach, reflect on your objectives for the coaching engagement. Being clear on your goals during the hiring process enables you to find the coach best-suited to help you reach them.

ICF recommends that you interview three coaches before you make a hiring decision. Ask each about his or her qualifications, experience and skills, and be sure to request at least two references.

Selecting a coach who holds an ICF Credential ensures that you’re working with the best in the industry. Possession of an ICF Credential is a clear sign of a coach’s commitment to professional excellence.

Begin your search with ICF’s Credentialed Coach Finder (CCF). CCF is a free, searchable database you can use to locate credentialed ICF coaches. Find a coach today at credentialedcoachfinder.com.

The International Coaching Federation (ICF) is the world’s largest organization leading the global advancement of the coaching profession and fostering coaching’s role as an integral part of a thriving society. Founded in 1995, its 35,000-plus members located in more than 140 countries and territories work toward common goals of enhancing awareness of coaching and upholding the integrity of the profession through lifelong learning and upholding the highest ethical standards. Through the work of its six unique family organizations, ICF empowers professional coaches, coaching clients, organizations, communities and the world through coaching. Visit coachingfederation.org for more information.



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