

Earning an ICF Credential **Welcome!**

Thanks for your interest in the ICF Credentialing program. We hope that you find this presentation to be helpful as you consider applying for an ICF Credential.

Due to the anticipated attendance on this call, this program will be presented in lecture-mode, meaning all participants' phones will be placed on mute automatically.

If, following the presentation, you have questions you should email these to icfcredentialing@coachfederation.org and members of the ICF staff will respond as soon as possible.

Please note that this presentation is being recorded and a link to the audio and this PowerPoint will be emailed to all who registered.



Earning an ICF Credential

Applying for an ICF Credential and Demonstrating Your
Competence in the Oral Exam

March 16, 2012

Hosted by:

George Rogers

ICF - Assistant Executive Director

&

Tracy Stevens, MCC

ICF - Volunteer Assessor



Advancing the Art, Science, and Practice of Professional Coaching

History and Presence

- Led advancement of the profession with global standards
- Awarding credentials since 1998; 8,400 credentials+ (2012)
- Global presence in 110 countries – over 20,000 professionals



Credential Program Features

- Independent, explicit credential requirements
- Peer review performance event ensures “the man or woman can coach”
- Clear purpose



Three Credential Offerings

- ACC- Associate Certified Coach
 - PCC- Professional Certified Coach
 - MCC- Master Certified Coach
- All based on:
 - Coach-specific training
 - Work with a Mentor Coach
 - Client-coaching experience
 - References
 - Examinations



	ACC® ACTP	ACC® PA	PCC® ACTP	PCC® PA	MCC®
Full Name	Associate Certified Coach- Accredited Coach Training Program	Associate Certified Coach- Portfolio	Professional Certified Coach- Accredited Coach Training Program	Professional Certified Coach- Portfolio	Master Certified Coach
Coach Specific Training	Successful completion of certification requirements with an ACTP.	60 documented hours* of Coach-Specific Training	Successful completion of certification requirements with an ACTP.	125 documented hours* of Coach-Specific Training	200 documented hours* of Coach-Specific Training
Work with a Mentor Coach	ACTP certification fulfills this requirement	Completion of 10 hours work with a qualified mentor coach	ACTP certification fulfills this requirement	Completion of 10 hours work with a qualified* mentor coach	Completion of 10 hours work with a qualified* mentor coach**
Coaching Experience*	<ul style="list-style-type: none"> ◦ Minimum of 100 hours ◦ Minimum of 75 paid hours ◦ Minimum of 8 clients 	<ul style="list-style-type: none"> ◦ Minimum of 100 hours ◦ Minimum of 75 paid hours ◦ Minimum of 8 clients 	<ul style="list-style-type: none"> ◦ Minimum of 750 hours ◦ Minimum of 675 paid hours ◦ Minimum of 25 clients 	<ul style="list-style-type: none"> ◦ Minimum of 750 hours ◦ Minimum of 675 paid hours ◦ Minimum of 25 clients 	<ul style="list-style-type: none"> ◦ Minimum of 2500 hours ◦ Minimum of 2250 paid hours ◦ Minimum of 35 clients
Coach Reference	2 Reference Letters from Qualified Coaches*	2 Reference Letters from Qualified Coaches*	2 Reference Letters from Qualified Coaches*	2 Reference Letters from Qualified Coaches*	3 Reference Letters from Qualified Coaches*
Exam	ACTP certification fulfills this requirement	Demonstrates competency in Live Oral Exam	ACTP certification fulfills this requirement	Demonstrates competency in Written, Live Oral & Recorded Session	Demonstrates competency in Written**, Live Oral & Recorded Session
Fees for ICF Members***	US\$100	US\$100 plus US\$200 Exam Fee	US\$300	US\$300 plus US\$275 Exam Fee	US\$300 plus US\$275 Exam Fee
Credential Renewal Cycles	3 years; 40 CCEUs; 10 Hours of Mentor Coaching	3 years; 40 CCEUs; 10 Hours of Mentor Coaching	3 years; 40 CCEUs	3 years; 40 CCEUs	3 years; 40 CCEUs

* For [more information](#), specific formatting and documentation requirements, please consult the appropriate application type.


** Current PCCs are exempt from Written Exam & Mentor Coach Requirements

*** Prices are subject to change; Non-Members are charged an additional US\$200 per application

Our commitment to all candidates who seek an ICF credential is that when any change in eligibility requirements is adopted, the new requirements will apply as of that date. The ICF understands that changes to the credentialing program may have an impact on students currently enrolled in a coach training program. With this in mind, should changes occur, persons who have graduated from an ICF Accredited Coach Training Program (ACTP) as of the time of the change/s will be awarded ACC or PCC credentials according to the requirements existing prior to this change/s for a period of 18 months for ACC applicants and for 36 months for PCC applicants from the graduation date on their certificate or transcript. This will apply to requirements for coach-specific training hours, coaching experience hours, and examination processes.

March 2012

Starting an Application


International Coach Federation

LOGOUT

Logout

BECOME CREDENTIALLED

Select Application Type

Application Forms

Application Progress

APPLICANT INFORMATION

Welcome Page

View Personal Info

Update Personal Info

View History

Manage Notifications

MAINTAIN YOUR CREDENTIALS

Renewal and CCE Tracking Forms

Find CCE by Provider

Find CCE by Course

Find CCE by Date

Publish Credentials

HELP

FAQ

Contact ICF

ICF Contact History

FILES AND LOGOS

Download Center

Welcome Page
George Rogers - 001025242
ICF Member **yes**

Welcome to ICF's online credentialing system.

New Applicants

To begin your application:


- **Step 1:** Click on "Select Application Type" and select both a credential and an application type.
- **Step 2:** Click on "Application Forms" and begin filling out your application forms.


Renewal

If you need to renew a credential, most renewal functions, under "Maintain Your Credentials" are not yet available. The ICF will contact you with instructions when they are.

Applicant Activities

Name	Date
------	------


International Coach Federation
Coachfederation.org



Proprietary & Confidential
© All Rights Reserved. by Integral7, Inc.

Tips for applying

- Read all instructions and watch videos on credentialing on ICF's YouTube channel: <http://www.youtube.com/icfheadquarters>.
- Login to the ICF web site
- Join as a member before applying
- Select **both** credential level and application type
- Submit **all** required forms and uploads



Application Processing

- ACTP (ICF Accredited Coach Training Program) applications are awarded ICF Credentials as they are approved.
- Portfolio applications are placed in a queue for an exam upon approval.

Tips for demonstrating your competence in the oral exam



Tracy L. Stevens, MCC

- Leadership & Team Dynamics in Global Markets
- Individual and Organizational Assessment
- Career Development
- Effective Communications
- Coaching Skills Development for Leaders & Coaches
- Over 30 years of Business Experience in the public & private sectors
- Mentor Coaching - Leader/Manager as Coach & Professional Coaches



What do assessors listen for?

Use of the ICF Core Competencies-

<http://www.coachfederation.org/icfcredentials/core-competencies/>

<http://www.coachfederation.org/includes/media/docs/Table---ICF-Competencies-Levels-ACC-PCC-MCC-rev-07-29-09.pdf>



Establishing the Coaching Agreement

Positive Indicators:

- ACC- Coach takes what client says they want to work on at surface level.
- PCC- Coach takes what client says they want to work on.
- MCC- Coach explores fully what client wants from session, establishes measures of success for client in session, and ensures that client and coach are both clear about coaching purpose.

Needs Improvement if:

- *coach chooses the topic for the client*
- *coach does not coach around the topic the client has chosen*
- *coach does not check with the client about whether the client is moving toward what the client wanted from the session.*



Establishing Trust and Intimacy with the Client

Positive Indicators:

- ACC- Coach attends to client's agenda, but is attached to his/her own performance and therefore trust and intimacy is not the strongest competency.
- PCC- Coach may have some degree of trust in client and connected relationship to client.
- MCC- Sense of complete ease and naturalness in conversation; coach does not have to “work” to coach

Needs Improvement if:

- *coach does not seek information from the client*
- *the attention seems to be on the coach's own performance or demonstration of knowledge about the topic.*
- *any indication that the coach is teaching rather than coaching*



Coaching Presence

Positive Indicators:

- ACC- Coach attends to client's agenda, but is attached to his/her own performance and therefore presence is diluted by coach's own attention to self.
- PCC- Coach is a connected observer to client.
- MCC- The connection is to whole of who client is, how the client learns, what the client has to teach the coach.

Needs Improvement if:

- *coach demonstrates significant interest in the coach's view of the situation rather than exploring the client's view of the situation*
- *coach, rather than being present and responsive to the client, is overly reliant on an obvious coaching formula, a specific coaching tool, or standard coaching questions*

Active Listening

Positive Indicators:

- ACC- Coach hears what client says and responds to it, but only at obvious and surface level.
- PCC- The listening is focused on the client's agenda and can change direction if the client changes direction.
- MCC- The coach hears the totality of the client's greatness and gifts as well as limiting beliefs and patterns.

Needs Improvement if:

- *coach's response is not related to what the client is trying to achieve*
- *coach demonstrates that they can only hear through their own perceptions, and models of thinking, learning, and creating rather than being able to hear some of the client's models and methods of thinking, learning, and creating.*



Powerful Questioning

Positive Indicators:

- ACC- Questions attend to client's agenda, but are generally seeking information, are formulaic, and sometimes leading or have a "correct answer" anticipated by the coach.
- PCC- Questions attend to client's agenda and generally are a mix of informational and powerful questions.
- MCC- The coach asks mostly, if not always, direct, evocative questions that are fully responsive to the client in the moment and that requires significant thought by client or take client to a new place of thinking.

Needs Improvement if:

- *coach does not focus on an inquiring versus telling methodology*
- *the majority of questions contain already pre-determined answers by the coach*
- *coach frequently asks informational questions or questions that keep the client in the past or in present detail of a situation rather than in forward thinking*



Direct Communication

Positive Indicators:

- ACC- The coach sometimes is fairly direct, but usually uses too many words or feels a need to “dress up” a question or observation.
- PCC- The coach has a sufficient, but not broad base of language tools to use with the client.
- MCC- The coach creates sufficient space for the client to have equal or more communication time than the coach.

Needs Improvement if:

- *coach does not attend to the client's agenda, changes the agenda without input from the client, or appears attached to a particular outcome or solution*
- *coach significantly or dominantly relies on their own language, thinking models, and models of learning without use of the client's skill set in these areas*
- *coach does not fully invite the client's participation in the coaching dialogue on an equal level*



Creating Awareness

Positive Indicators:

- ACC- Awareness generated at level of what will solve problem or achieve goal.
- PCC- The coach will generally help the client integrate new awareness as it pertains to a particular situation versus using learning to more fully broaden the scope of new awareness.
- MCC- The use of the client's greatness invited and welcomed. There is no evidence of "fixing" a problem for the client.

Needs Improvement if:

- *coach's communication reflects an agenda or directing of any kind by the coach*
- *coach seems to substitute assessments or standard coaching exercises for powerful questioning or inquiry*



Designing Actions

Positive Indicators:

- ACC- The coach tends to suggest homework and actions that they think would best handle the problem or achieve the goal.
- PCC- the actions are attuned to solving the situational issue the client has presented rather than looking beyond the situation to other, broader learning that might be inherent in the situation.
- MCC- The coach works in complete partnership with the client to design actions or, in the alternative, lets the client lead in designing actions.

Needs Improvement if:

- *coach insists the client do what the coach has prescribed as homework*
- *there is little or no co-creation in the process of designing actions*
- *suggested tools and structures clearly do not bear a relationship to the needs of the particular client or his/her agenda, or are imposed on the client without discussion.*



Planning and Goal Setting

Positive Indicators:

- ACC- The coach tends to adopt goal suggested by the client at their most obvious level
- PCC- The coach works with the client to clarify and develop goals that achieve more than just the presenting concerns of the client
- MCC- The coach lets the client lead in designing goals in planning or, works in complete partnership with the client to create goals and plans.

Needs Improvement if:

- *coach insists that the client follow a prescribed plan familiar to the coach*
- *coach is the most significant voice in suggesting plans and goals*
- *Coach does not invite full client participation in planning strategies or designing goals or dominates in the creation of plans and goals*



Managing Progress and Accountability

Positive Indicators:

- ACC- The coach tends to suggest forms of accountability that may feel a bit parental in nature
- PCC- The coach is in some partnership with the client to develop methods of accountability.
- MCC- The coach trusts the client to be accountable to themselves and calls the client to account for or discuss if agreed-upon forward movement does not occur.

Needs Improvement if:

- *Coach insists that the client follow prescribed measures and structures familiar to the coach*
- *Coach is the most significant voice in setting accountability structures*
- *Coach suggests standard coaching tools or exercises without discussing with the client the extent to which they might be of value to the client*



Links to Additional Information

- Visit the ICF website at:

www.coachfederation.org

- Requirements for ICF Credentials:

<http://www.coachfederation.org/includes/media/docs/Credentialing-Requirements-Chart-March-2012.pdf>

- ICF Core Coaching Competencies:

<http://www.coachfederation.org/icfcredentials/core-competencies/>

- ICF Core Competencies compared by credential:

<http://www.coachfederation.org/includes/media/docs/Table---ICF-Competencies-Levels-ACC-PCC-MCC-rev-07-29-09.pdf>

- ICF Ethics/Standards:

<http://www.coachfederation.org/icfcredentials/ethics/>



Contact ICF

ICF Headquarters

2365 Harrodsburg Rd, Suite A325

Lexington, KY 40504 - USA

+1.859.219.3580

icfheadquarters@coachfederation.org

www.coachfederation.org

