



ELEVATE



International
Coaching
Federation

2021 Annual Report



Launching into New Possibilities

We began 2021 at the edge of a new frontier. With 25 years' experience as an industry pioneer and last year's transformation into the International Coaching Federation, we are now better positioned to pursue our mission of leading the global advancement of coaching. Poised for a new journey upward and onward, we launched into a year of exploration, discovery and record setting.

Our first step was introducing a bold, new visual identity, which empowered us to stand out as One ICF while also showcasing our

six family organizations and the many ways someone can flourish within our ecosystem.

We pushed the limits — challenging ourselves and our community in ways we've never done before, including innovations to our accreditation model, re-examination of our values, and enhancements to other offerings.

Rising to unprecedented growth, we set new membership and credentialing records. These milestones are not only a reflection of a growing profession, but also

proof of individuals' commitment to the highest standards.

And we reaffirmed the need to capture the science and legitimacy of coaching through dialogue with industry thought leaders, support of expanded research, and demonstration of coaching's impact on social progress.

As we elevate ICF and the profession, we are dedicated to empowering the world through coaching.

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International
Coaching
Federation

About ICF

VISION STATEMENT

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

MISSION

ICF exists to lead the global advancement of the coaching profession and empower the world through coaching.

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:

- 1. Professionalism:** We commit to a coaching mindset and professional quality that encompasses responsibility, respect, integrity, competence and excellence.
- 2. Collaboration:** We commit to develop social connection and community building.
- 3. Humanity:** We commit to being humane, kind, compassionate and respectful toward others.
- 4. 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.

2021 STRATEGIC GOALS

- ICF promotes and nurtures universally adopted gold standards for coaching.
- ICF convinces all institutions and communities to have a coaching culture and propagate it.
- ICF leverages technology to expand the reach and evolve coaching.
- ICF leverages its ecosystem as competitive advantage.



Fostering the Ripple Effect of **LASTING POSITIVE CHANGE**

Throughout the year, ICF focused on efforts to promote lasting positive change. While the initial steps directly benefit coaches and other stakeholders, the impact of these actions will ripple out to clients, communities and society at large.

BUILDING A MORE DIVERSE, EQUAL, INCLUSIVE AND JUST WORLD

For coaching to become an integral part of a thriving society, we must value the unique talents, insights and experiences that every coach and client brings to the world. That is why we are committed to creating more Diversity, Equity, Inclusion and Justice (DEIJ) in coaching.

We continued our efforts from 2020 with the formation of the DEIJ Task Force. This task force — comprised of board directors, members and staff from all regions of the world — developed a sustainable DEIJ framework that aligns with ICF values, ideals and Statement of Intention. They also recommended the creation of a new task force to embed DEIJ throughout ICF, as well as a new staff role: Director of DEIJ. By the end of 2021, both recommendations had been fulfilled.

GUIDING OUR WAY FORWARD

The ICF Core Values are not only foundational to our mission and vision, but they are also a reflection of how we live and interact every day. In 2021, we announced a revised expression of these values, created to empower and unite all ICF coaches worldwide.

The updated values are the result of diligent work over the past few years by several groups, including the ICF Code of Ethics Review Team, Values Summit volunteers and the ICF Global Board of Directors.

We also invited reflections from ICF Members. Through a member values survey, we received overwhelming support for each of the proposed values, with more than 75% endorsement. With ICF Members and other stakeholders aligned through these values, we will no doubt lead coaching into a future where we can all flourish.

INVESTING IN THE FUTURE OF COACHING

As the practice of coaching continues to evolve and awareness grows, it is crucial

that there are scientific underpinnings to support coaching. To that end, ICF pledged a philanthropic grant to McLean Hospital, a Harvard Medical School affiliate, to support compelling research that enhances the quality, efficacy and impact of the coaching field.

ICF will give \$575,000 USD over five years to the hospital's Institute of Coaching (IOC) for a grantmaking program. The goal of this initiative is to educate those in the coaching field more broadly on the rich scientific literature available and to grow the amount of coaching literature in existence.

One ICF AT A GLANCE

ICF COACHING EDUCATION	ICF COACHING IN ORGANIZATIONS	ICF CREDENTIALS AND STANDARDS	ICF FOUNDATION	ICF PROFESSIONAL COACHES	ICF THOUGHT LEADERSHIP INSTITUTE
2,666 ICF Accredited Providers (+23.3% increase from 2020)	62 Member Organizations* (+100% increase from 2020)	41,849 ICF Credential-holders (+18.9% increase from 2020)	5,604 donations (+28% increase from 2020)	50,746 ICF Professional Coaches Members (+25% increase from 2020)	1,362 contact subscribers* (+100% increase from 2020)
1,537 New Accreditation Applications (+26% increase from 2020)	842 Member Representatives* (+100% increase from 2020)	14,628 New Credential Applications (+33.4% increase from 2020)	\$188,004 received (+17% increase from 2020)	142 ICF Chapters (+2.2% increase from 2020)	49 Wisdom Weavers participated in 2 Convenings* (+100% increase from 2020)

* new offering

AWARDS



ICF CHAPTER RECOGNITION AWARDS

ICF Chapters are the face and voice of ICF and the coaching profession in their local communities. ICF's Chapter Recognition program celebrates high-performing chapters that advance the mission and vision of ICF locally.

During a virtual ceremony in September 2021, we celebrated all ICF Chapters and recognized the following five high-performing chapters from around the world as the Chapter Recognition Award honorees:

- ICF Germany
- ICF Malaysia
- ICF Mexico
- ICF Singapore
- ICF Washington State

Chapter recognition honorees are selected based on their annual chapter activity reports and evaluated according to ICF's criteria for high-performing chapters.



ICF INTERNATIONAL PRISM AWARD

Since 2005, the International Prism Award for Organizations program has celebrated businesses and organizations with coaching programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture, and yield discernible and measurable positive impacts.

Winners

- TD Bank Group – North American Contact Centre
[\(Read case study\)](#)
- Tata Consultancy Services
[\(Read case study\)](#)

Special Response to COVID Pandemic Honorable Mention

- F. Hoffmann-La Roche Ltd., Roche Italia and the Global Rare Conditions Teams for their notable response during these challenging times.



ICF CIRCLE OF DISTINCTION

ICF Circle of Distinction members are experienced coach practitioners who have made their mark on ICF and the coaching profession. These members are chosen for their impact on and contributions to ICF, the coaching profession and social change; thought leadership; and their mission, vision and core values. This award celebrates the best of the coaching profession and ICF.

2021 Honorees

- Svetlana Chumakova, MCC (Russia)
- Marilyn O'Hearne, MCC (USA)



ICF YOUNG LEADER AWARD

The ICF Young Leader Award celebrates coach practitioners aged 40 and under who are poised to lead ICF and the coaching profession into the future. Honorees embody the core values of ICF and represent a diverse community of emerging thought leaders.

2021 Honorees

- Johana Alvarado, PCC (Costa Rica)
- Ester Landa, MCC (Russia/USA)
- Tomas Pesek, ACC (Slovakia)
- Lenka Zelingrova, PCC (Czech Republic)

COMMUNICATIONS, MARKETING & PR

EMERGING WITH A FORWARD-FOCUSED BRAND

As the largest and most influential organization in the coaching industry, ICF continued to build upon 2020's transformation into six unique family organizations by emerging with a visual rebrand in 2021 that was focused on the future of coaching.

The updated brand signifies our commitment to continually evolve as a global organization and to serve as a catalyst for change through all stakeholders in the ICF ecosystem. The new logo is an evolution of our previous design, and there is distinctive stylization for each family organization. While highlighting

the specialization of each, all parts reflect One ICF and fully represent our support of all aspects of the coaching profession.

[Watch the unveiling of the ICF visual rebrand.](#)

EMPOWERING THE WORLD THROUGH COACHING

We also introduced a new tagline to better capture ICF's essence. The tagline emerged from conversations with our members, boards of directors and other stakeholders across the ICF ecosystem when we were developing the new ICF brand. The common theme from these conversations was one of empowerment: Coaches empower individuals and organizations to achieve their goals.

ICF empowers coaches and the coaching community to thrive, grow and prosper. Together, ICF is empowering the world through coaching.

ENHANCING THE ICF EXPERIENCE

With an updated brand, came a refreshed marketing strategy. The overall focus was on raising awareness of ICF and all our offerings, as well as enhancing the user experience throughout the ICF ecosystem. Through these campaigns, we were able to support record-breaking event registrations, membership and credentialing acquisition and retention, social media followers and website visitors.



WEBSITE
18,545,207
page views (+57.19%)

Unique page views: 9,744,872 (+24.62%)
432,168 Coaching World
page views (+4%)

SOCIAL MEDIA

- 186,000 followers** (+61%)
- 131,034 group members** (+13%)
- 27,000 followers** (+28%)
- 103,000 followers** (+3%)
- 31,000 followers** (+7%)

MEDIA RELATIONS

7,998
media mentions (+14%)

ETHICS

Upholding Coach-Client Protection

Creating trust in the coaching profession starts with ensuring high ethical standards are upheld by coach practitioners. It's also important for consumers to have a uniform, up-to-date process for reporting any violation of these standards.

ICF offers the [Ethical Conduct Review \(ECR\) process](#) for individuals to bring reports of alleged breaches of the ICF Code of Ethics by ICF Members and ICF Credential-holders. To maintain relevancy of the process, a working group from the Independent Review Board updated the Ethical Complaint Form for ICF Professionals. The new form streamlines the ethical complaint process for complainants and includes a pre-complaint survey to ensure the complaint fits the bounds of the ECR process.

EXPANDING PRACTICAL KNOWLEDGE THROUGH NEW COURSE

It's important that individuals have the knowledge and tools to understand and act ethically as a coach. In 2021, ICF launched a [new complimentary ethics course](#) on the ICF Learning Portal that provides a broad overview of the ICF Code of Ethics and proposes self-reflective questions for participants to consider how they might behave in certain real-life scenarios.

The course — which is available in five languages — includes an on-demand video, a reading and a quiz. Upon successful completion of the course, participants receive

three Continuing Coach Education (CCE) units in coaching ethics, which fulfills that specific requirement for ICF Credential renewal.

ETHICAL CONDUCT AND COMPLIANCE REPORT

ICF Members and Credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards. ICF's Ethical Conduct Review process, Program Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand. The [2021 Ethical Conduct and Compliance Report](#) provides an overview of these activities.

2021 ETHICAL CONDUCT AND COMPLIANCE REPORT

April 1, 2021–March 31, 2022

The Independent Review Board (IRB) is an integral part of the International Coaching Federation (ICF) and a cornerstone for the Association's guidelines regarding ethics and values. The IRB's charge is to uphold the standards of the coaching profession as stated in the ICF Code of Ethics. This report summarizes the IRB's progress and accomplishments during fiscal year (FY) 2022 via the Ethical Conduct Review (ECR) process. It includes an overview of the complaints received in FY 2022. Further, this overview includes compliance matters brought before ICF Global during this time frame.



© International Coaching Federation

2021 IRB Ethical Conduct and Compliance Report 1

EVENTS & LEARNING AND DEVELOPMENT

Limitless Learning at ICF Converge 2021

In October, a record-setting number of individuals from the global coaching community gathered virtually to learn, grow, connect, lead and inspire at ICF Converge 2021. More than **2,000 attendees** from **80 countries and territories** came together for three empowering days of virtual education and networking opportunities. Compared to Converge 2019, that's a **117% increase** in attendance from **33% more locations!**

ICF Converge 2021 Offerings at a Glance:

- **6 education content groups** that aligned with the purpose of ICF's family organizations
- **8 keynote sessions**, including six content group keynotes, as well as the opening keynote by trust expert Rachel Botsman and the closing keynote by futurist Mike Walsh
- **72 regular sessions**
- **6 workshops**
- **6 coffee chats** led by ICF Communities of Practice leaders
- **34.25 Core Competency CCE units**
- **34.5 Resource Development CCE units**

CONVERGE 21
OCTOBER 26-28 POWERED BY 

“Who would have thought a virtual conference could have been so engaging. A terrific set of presenters that I experienced, who even though they were recorded, still found the way to engage.”

—Hilary Oliver, MCC, ICF Converge 2021 Attendee

INTRODUCING THE ICF COACHING SUPERVISION COMMUNITY OF PRACTICE

Coaching supervision is a collaborative learning practice that continually builds the capacity of coaches through reflective dialogue. Recognizing coaching supervision as an important element of a coach's professional development, we launched the Coaching Supervision Community of Practice (CP). This community explores the importance of reflective practice through interactive webinars, subject matter expert presentations and community discussions. Through this CP, participants can refine their coaching practice to become better coach practitioners — something both coaches and clients benefit from.

ICF COMMUNITIES OF PRACTICE

- **10 Communities of Practice**
- **3% increase in session registration** and **7.6% increase in attendance** over last year
- **43 live webinars**
- **17,520 registrations**
- **6,141 total attendance**
- **28 Core Competency CCE units**
- **21.75 Resource Development CCE units**

ICF LEARNING PORTAL

- **39,505 enrollments**
- **48 sessions delivered**
- **53 sessions added**

RESEARCH & DATA SCIENCE

Measuring Impact

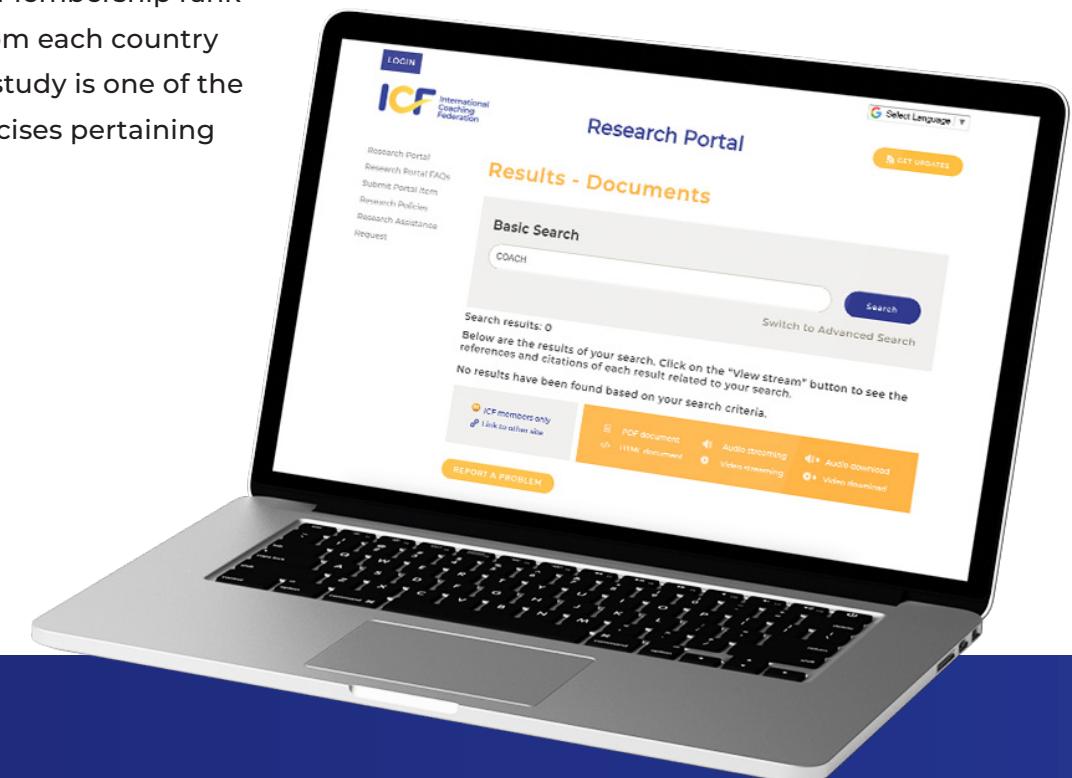
As the COVID-19 pandemic continued to influence our global reality in 2021, what was its effect on the coaching industry? We commissioned a second global snapshot survey to provide an update on the continuing impacts since our first snapshot survey in 2020. The [2021 COVID-19 and the Coaching Industry Study](#) illustrates that the coaching profession continues to rise to the challenges facing it.

The study, conducted by PricewaterhouseCoopers (PwC) and released in May 2021, showed coaches demonstrating resilience, embracing new technologies

and fostering a positive outlook for the foreseeable future. In total, 10,445 survey responses were received from coach practitioners in 148 countries and territories across seven world regions.

We were not only focused on what was impacting the coaching industry, but also what the impact of coaching was on consumers of coaching. In September 2021, ICF launched the fourth iteration of the *Global Consumer Awareness Study*. The 2021 survey, which was also conducted by PwC, is the foundation of the 2022 study. We received more than 30,000 completed

surveys from the top 30 countries and territories according to ICF Membership rank (at least 1,000 responses from each country and territory). To date, this study is one of the largest data gathering exercises pertaining to the coaching profession.



RESEARCH PORTAL

10,507 searches

168,716 stream views

344,693 PDF file displays or downloads

201,922 reference file displays or downloads

RESEARCH ASSISTANCE

5,123 coaches in the research panel at the end of 2021

11 research assistance requests distributed

ICF Coaching Education develops and manages ICF's coaching education accreditation program.

Evolving Standards in COACHING EDUCATION

ICF Coaching Education unveiled its plan to evolve our global accreditation model to better meet the current leading practices in education and accreditation. We hope this evolution will lift the standards of coaching worldwide and create coaches who are better prepared to handle the demands of our dynamic world. The innovations include:

1. A New Name: ICF Coach Training is now ICF Coaching Education. The new name opens us to a future that is inclusive of all learning and educational opportunities for coaches worldwide — a future more inclusive of all coaching teachers, trainers and educators, as well as their students.

2. An updated accreditation structure with levels tied to ICF Credentialing pathways.

This updated structure is intended to promote better inclusion, more global efficiency and a deeper understanding of the accreditation process.

3. A new way of accrediting an entire organization – not just a specific curriculum or program.

Accrediting whole organizations is a leading global practice that conveys credibility and congruence across the profession and allows us to better recognize the full impact providers have on a student's educational experience.

This unprecedented, comprehensive effort is the result of work accomplished by the ICF Coaching Education Board of Directors, Global Accreditation Task Force and multiple international focus groups.

Throughout 2022, ICF Coaching Education will partner with current and prospective ICF-accredited providers to implement these innovations and reinvigorate the education that will shape the future coaches of the world!



COMMITTING TO DEIJ IN COACHING EDUCATION

ICF Coaching Education is committed to supporting accredited providers in offering safe learning spaces that are inclusive and fair for all faculty, staff and participants to thrive.

With the assistance of the ICF Coaching Education Special Committee on Social Justice Education and the subsequent ICF Coaching Education Diversity, Equity, Inclusion, Belonging and Justice (DEIJ) Advisory Committee, ICF Coaching Education developed a **resource guide** on diversity and inclusion for coach trainers and educators. This was the largest DEIJ work in ICF's history to date.

2,666 Total Accredited Providers

Accredited ACTP Providers

407
(12% Increase)



Accredited ACSTH Providers

677
(12% Increase)



Accredited CCE Providers

1,582
(38% Increase)



90%

Accreditation
renewal rate in 2021



ICF Coaching in Organizations advances the application of coaching practices and standards within multisector organizations.

Transforming the Way People **WORK**

This was the inaugural year for ICF Coaching in Organizations membership! Welcoming our first members in March, membership quickly grew throughout the year to

62 member organizations worldwide with **842 member representatives** from those organizations. Members span the globe, sharing and collaborating with peers in companies across a wide range of industries, from government to banking to commerce.

Through this membership, organizations openly connect, learn and share about the successes and challenges of their coaching cultures. The value of this membership

ripples back into each member organization's coaching program and into the lives of its employees, transforming the way they work.

ICF Coaching in Organizations is an entity-level membership. Each member representative has access to the member community and all offerings, including:

- **Regular networking events** where leaders of coaching programs and coaches connect to exchange ideas, discuss important issues and share best practices.

- **Webinars and other professional development opportunities**, ranging from presentations by other member organizations to educational programming for external coach practitioners, internal coach practitioners and managers/leaders using coaching skills.
- **Industry research** specifically tailored to the unique challenges and opportunities related to the practice of coaching from within an organization.

“AdventHealth has experienced great success in creating a culture of coaching and values ICF Coaching in Organizations' support in designing, implementing and evaluating our ICF-credentialed internal coaching community.”

— Mary Beth Thornton
Associate Program Manager
Leadership Institute at AdventHealth



ICF Credentials and Standards develops and manages ICF's professional credentialing and standards programs.

Raising the Value of Coaching

CERTIFICATION & CREDENTIALS

An increasing number of organizations are recognizing the power of teams to innovate and drive their business forward. Recognizing the crucial role coaches play in team dynamics, we have been developing a new certification: the ICF Advanced Certification in Team Coaching (ACTC). This certification will allow experienced team coach practitioners to demonstrate their knowledge, skills and abilities in one of the fastest growing and most complex coaching disciplines.

Aligned with global certification best practice, team coach practitioners were involved throughout the development of

the ICF ACTC exam as subject matter expert volunteers who:

- Reviewed draft exam questions for technical accuracy.
- Provided feedback on potential cultural bias.
- Rated exam question response options.
- Served as test-takers for the ACTC pilot exam.

Upon its launch in 2022, the ACTC will be yet another way that ICF coaches stand out, exhibiting their deep experience and dedication to the highest standards in the profession.

In addition to the ACTC pilot, we continued work on a few other efforts to enhance the value of the ICF Credential, including:

- A pilot for the new ICF Credentialing Exam, which will be available in 2022. The new exam will ensure every candidate has an equal opportunity to demonstrate their knowledge and skill in coaching.
- The delivery of updated, on-demand PCC Marker training, which provides coach assessors, mentor coaches and others with a comprehensive overview of the [updated PCC Markers](#) and how to use them for fair, consistent assessment purposes.



14,628 New Credential Applications

ACC Coaches
23,108
(15.8% Increase)



PCC Coaches
17,166
(23.4% Increase)



MCC Coaches
1,575
(16.8% Increase)



MILESTONE:
41,849
Credentialed
Coaches

(18.9% increase)

CELEBRATING COMMITMENT TO EXCELLENCE

In early November, we celebrated a new milestone: **40,000 active ICF Credential-holders** worldwide! This new milestone comes just three years after setting a record of 25,000 active Credential-holders, and it follows an increase of 400% over the last decade. This growth further demonstrates global recognition of ICF as the standard-bearer for quality and ethics within the coaching profession.

We are grateful to all ICF Credential-holders — from those just beginning their credentialing journeys to the 34 who earned our very first ICF Credentials in 1998 — and their commitment to excellence in coaching.

The ICF Foundation connects and equips professional coaches and organizations to accelerate and amplify impact on social progress through coaching.

Moving the World FORWARD

How can coaching lead to social impact? Who are the social entrepreneurs and changemakers in our world? The ICF Foundation launched its Coaching for Social Impact projects to explore these questions through measurement and evaluation to demonstrate the social impact of coaching.

Over a 12-month period, ICF-credentialed coaches worked with the leadership of seven social system change organizations whose missions are aligned with the United Nations 2030 Agenda. The defined impact measures and data collection support the Foundation's goal of proving the impact

of coaching on organizational leaders and on their organizations to increase social impact. The resulting data will be available in 2022.

“Thanks to the tenacity and generosity of [our coach] and the ICF Foundation, [coaching’s] been transformative for me as a leader and for Many Hopes as an organization ... Thank you for the profound change in the way I now lead people and the organization, and for the profound impact on the leadership of all six of our local partner leads.”

—Thomas Keown, Many Hopes Founder and CEO



Eleven ICF-credentialed coaches provided 87.4 pro bono coaching hours to eight coaching clients at the following organizations:

- **Casa del Buen Trato** (Peru)
- **Challenging Heights** (Ghana)
- **Escuela de la Calle** (Guatemala)
- **Foundation Alalay** (Bolivia)
- **Friend for Justice** (Kenya)
- **Many Hopes** (Northern Ireland)
- **Pothawira** (Malawi)



IGNITE INITIATIVE

The Ignite Initiative uses the collective power of ICF Chapters, Members and Credential-holders to accelerate the United Nations 2030 Agenda or the United Nations Sustainable Development Goals (UN SDGs).

- 22 projects completed
- 518 ICF-credentialed coaches
- 1,721 hours of pro bono coaching
- 458+ coaching clients

SPECIAL OLYMPICS PROJECT

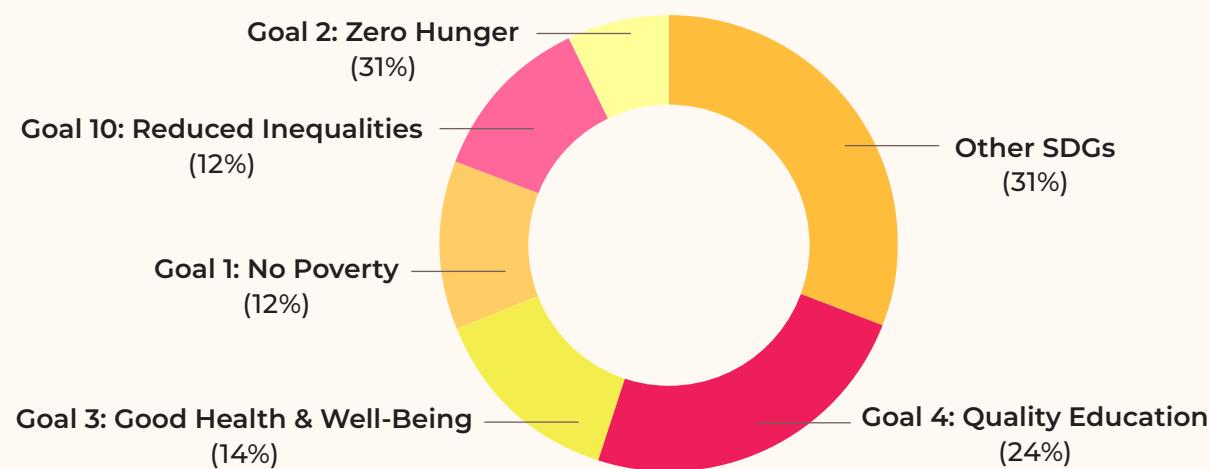
The ICF Foundation provides coaching to emerging leaders of the Special Olympics organization based on region, needs and languages.

- 68 pro bono coaching hours
- 11 ICF-credentialed coaches
- 17 coaching clients (emerging leaders) in the Asia Pacific region

SUPPORT FOR THE ICF FOUNDATION

Thank you to our engaged community, particularly the ICF Foundation Society members (individuals who have given \$500+ USD to the ICF Foundation)! Their generosity has been instrumental in helping us scale up the number of social impact projects we can offer, such as the Coaching for Social Impact pilots, as well as expand Ignite into underrepresented regions and UN SDGs. For the Global Giving Tuesday campaign alone, we saw a **101% increase** in donations.

UN SDGS SUPPORTED BY IGNITE:





Professional
Coaches

ICF Professional Coaches is a membership association for trained, professional coach practitioners.

Cultivating a More Inclusive **EXPERIENCE**

ICF Members are a part of the world's largest coaching community, and we are continually working to make our offerings accessible to more individuals in our community. For example, the ICF Core Competencies and Code of Ethics are now available in 32 languages, and all core ICF documents have been translated into Arabic. We also expanded our capabilities to include simultaneous translation at virtual events.

GLOBAL LEADERS FORUM (GLF)

For the second year in a row, GLF was held virtually, making it accessible to more ICF Chapter Leaders than in previous years. GLF 2021 featured nine on-demand sessions and 12 live sessions, which were offered twice to

accommodate leaders in varying time zones. More than 300 chapter leaders representing 43 countries gathered for the live sessions to network, share best practices, and develop leadership skills.

INTERNATIONAL COACHING WEEK (ICW)

To ensure coaching becomes an integral part of a thriving society, we are committed to making coaching accessible to more people around the world. For ICW 2021, we launched the [ICF Events Platform](#). Despite the restrictions of the COVID-19 pandemic, we saw more ICW participation worldwide than ever before!

This innovative platform made it easier for ICF Chapters and coaches to host ICW events and

for anyone in the world to attend. Events were held in a variety of languages across many time zones. Highlights include:

- **40,000+ individuals from 138 countries** joined ICW events.
- **1,297 events** were offered in **27 different languages**.
- **15% of all participants experienced the transformational power of coaching** for the first time!



50,746 ICF Members

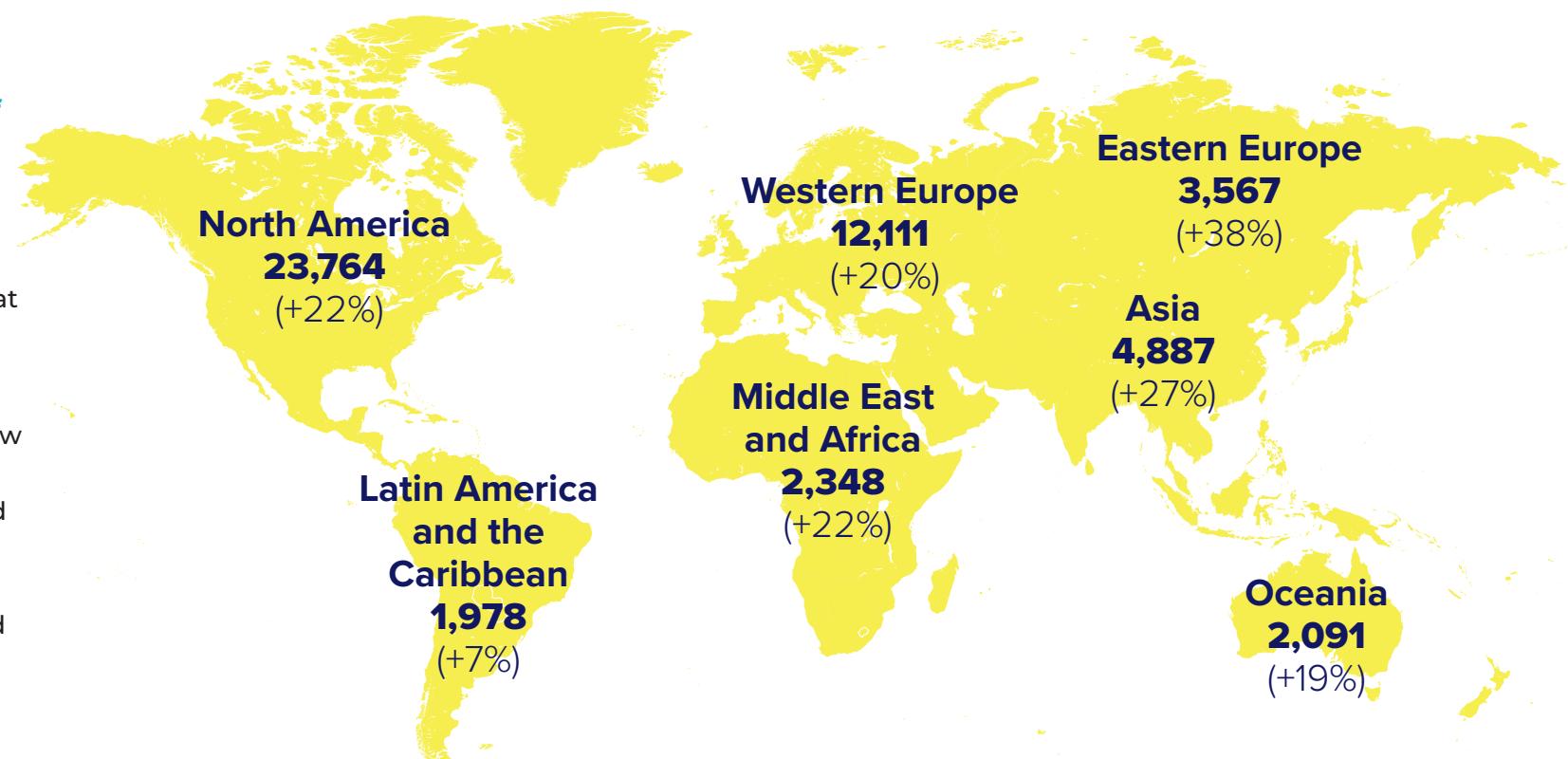
2021 saw a **25% increase in new members** compared to 2020.

EMBRACING RECORD-BREAKING GROWTH

We reached a **new milestone of 50,000 members** when Carolin Averbeck (Kenya) joined ICF at the end of the year. From 1995 to 2015, we grew to 25,000 members and have doubled that growth within the last six years.

This milestone wasn't our only record of the year! We set a new record almost every month in welcoming new members, and we broke the annual record with 17,621 new members. We also set a new retention record of 82%.

We are so appreciative of our members and the impact they make every day to help us achieve the ICF vision and mission.



REGIONAL MEMBERSHIP BREAKDOWN

TOP 10 COUNTRIES BY MEMBERSHIP

USA: 19,427

Canada: 4,324

United Kingdom: 3,733

Australia: 1,747

France: 1,532

Italy: 1,341

India: 1,115

Russia: 957

Singapore: 893

Spain: 864

142 ICF Chapters



REGIONAL CHAPTER BREAKDOWN



114 Charter Chapters
28 Non-Chartered Chapters



ICF Thought Leadership Institute is a global hub of shared knowledge for human development and coaching designed to help create and influence the future of coaching.

Exploring the Future of HUMAN POTENTIAL

The ICF Thought Leadership Institute aims to influence positive outcomes for individuals, organizations and communities worldwide in alignment with the United Nations 2030 Agenda for Sustainable Development. To help accomplish this, we hosted two virtual convenings. The intent is to harness collective wisdom to help people solve the complex problems of our world.

At these convenings, transdisciplinary global thinkers — whom we refer to as “Wisdom Weavers” — gathered for facilitated conversation on specific topics. We then created content collections from that dialogue.

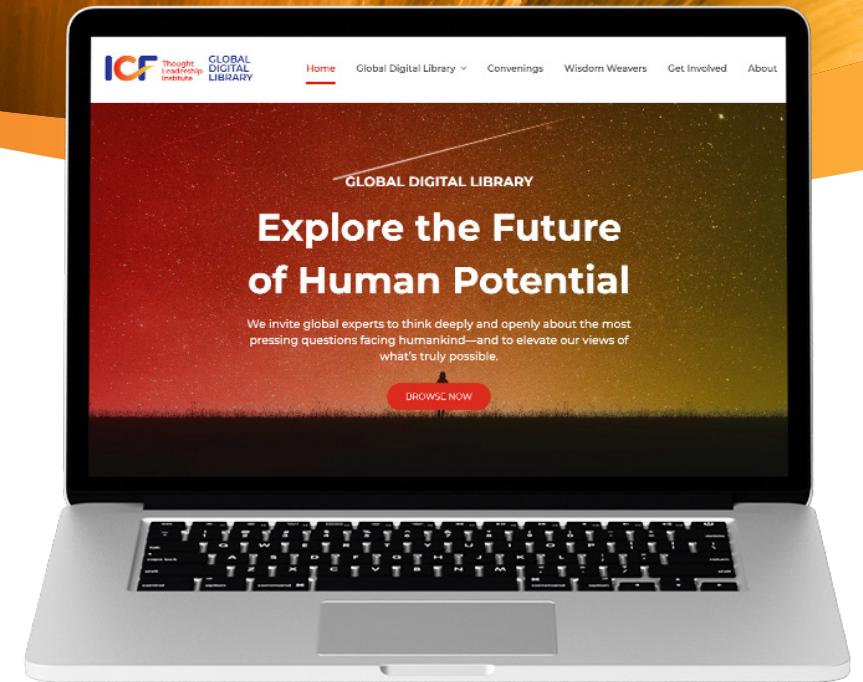
During the [Future of Work Convening](#), eight Wisdom Weavers explored the significance of meaning and purpose in work to imagine the best possible future. The collection links emerging trends in work to the power of coaching as a tool for creating pathways. It includes:

- [11 insights articles](#).
- [5 graphic illustrations](#).
- [1 YouTube playlist with 35 videos](#).

The [Future of Coaching Convening](#) invoked critical thinking about the practice and process of coaching as a tool for human

development. Over the course of three sessions, more than 40 Wisdom Weavers and published coaching scholars examined the state of coaching science and illuminated what's needed to move the field forward. The collection, which shares major patterns evolving within coaching, includes:

- [24 insights articles](#).
- [1 open-access journal article](#).
- [1 YouTube playlist with 12 videos](#).



These offerings — as well as other resources — can be found on the Global Digital Library. Through the [Global Digital Library](#), we curate a free, open-source collection of knowledge that elevates coaching's contribution to human development around the world.



FINANCIAL OVERVIEW

The 2021 financial audit will take place in the fall of 2022, and the financial report will be shared with all ICF Members once it is complete.

2021 BOARD OF DIRECTORS

ICF COACHING EDUCATION BOARD OF DIRECTORS

Micki McMillan, MCC
Chair
Representative to ICF Global Board
Zoë MacLeod, ACC
Vice Chair
Andre Keil, ACC
Secretary/Treasurer
Jaya Bhateja, MCC
Peter James, Ph.D., PCC
Pamela Richard, MCC
Luke Davis, CAE, ACC
Ex Officio

ICF COACHING IN ORGANIZATIONS BOARD OF DIRECTORS

Preeti D'mello, PCC
Chair
Andrea Wanerstrand, PCC
Vice Chair
Representative to ICF Global Board
Lillian LeBlanc, PCC
Secretary/Treasurer
Joydeep Bose
Secretary/Treasurer (effective April 1)
Iftikhar Nadeem, MCC
Reneé Robertson, SCP, PCC
Ex Officio

ICF CREDENTIALS AND STANDARDS BOARD OF DIRECTORS

Benita Stafford-Smith, MCC
Chair
Kara Exner, PCC
Vice Chair
Representative to ICF Global Board
Gaëlle Coqueblin, PCC
Secretary/Treasurer
Boris Dobiš, ACC
Secretary/Treasurer (effective July 1)
Maria Inés Colle, PCC
Charles Nyambe
Gowri Ramani, MCC
Carrie Abner
Ex Officio

ICF FOUNDATION BOARD OF TRUSTEES

Lisa Nitze
Chair
Saima Butt, MCC
Treasurer
Maria Elena Retter, ACC
Secretary
Morel Fourman
Representative to ICF Global Board
Yene Assegid, Ph.D., MCC
Wang Ching, PCC
Ann Dorgan, PCC
Dumnisani Magadela, Ph.D.
José Piñero, ACC
Coura Badiane, MBA, CAE
Ex Officio

ICF PROFESSIONAL COACHES BOARD OF DIRECTORS

Catherine Tanneau, MCC
Chair
Linda McLoughlin, MCC
Vice Chair
Representative to ICF Global Board
Sara Smith, MCC
Immediate Past Chair (Ex Officio)
Rosarii Mannion, PCC
Secretary/Treasurer
Kaveh Mir, MCC
Director of Strategic Initiatives
Tonya Echols, PCC
Rajat Garg, MCC
Emily Kamunde-Osoro, ACC
Kevin Kan, PCC
Marjorie Woo, MCC
Steve Weiss, CAE
Ex Officio

ICF THOUGHT LEADERSHIP BOARD OF DIRECTORS

Silvia Tassarotti, MCC
Chair
Anna Gallotti, MCC
Vice Chair
Janet M. Harvey, MCC
Secretary/Treasurer
Representative to ICF Global Board
Richard E. Boyatzis, Ph.D.
Frances M. Penafort, Ph.D., MCC
Alicia Hullinger, Ph.D.
Ex Officio

ICF GLOBAL BOARD OF DIRECTORS

Pat Mathews, MCC
Chair
Tracy Sinclair, MCC
Vice Chair
Scott Howard, JD, MCC
Secretary/Treasurer
Kara Exner, PCC
ICF Credentials and
Standards Representative
Morel Fourman
ICF Foundation Representative
Marita Elizabeth Fridjhon, PCC
Director-at-Large
Janet M. Harvey, MCC
ICF Thought Leadership
Institute Representative
Linda McLoughlin, MCC
ICF Professional Coaches
Representative
Micki McMillan, MCC
ICF Coaching Education
Representative
Cheryl Procter-Rogers, MCC
Director-at-Large
Andrea Wanerstrand, PCC
ICF Coaching in Organizations
Representative
Magdalena Nowicka Mook
Ex Officio

ICF Global Board Chair (Pat Mathews, MCC, in 2021) and CEO Magdalena Nowicka Mook are ex officio members of ALL family organization boards (though not listed on each board above).

Not all board members completed their terms.

ICF STAFF

EXECUTIVE OFFICE

Magdalena Nowicka Mook
CEO

Todd Hamilton
COO

LaKisha Brooks
Director of Diversity, Equity, Inclusion and Justice

Jennifer Lloyd
Financial Coordinator

Celeste Moore
Executive Assistant

Sarah Von Nieda
Officer Manager

AWARDS AND VOLUNTEER ENGAGEMENT

Stephanie Norris
Awards Director

Meghan Suslak
Volunteer Engagement Director

ETHICS, POLICY AND COMPLIANCE

Kristin Kelly
Director of Ethics, Compliance and Culture

LEARNING AND DEVELOPMENT

Karen S. Bernstein, CAE
Vice President

Allison Browning
Learning Coordinator

Amy Friskney
Learning Engagement Director

Katie Hamlin
Learning Manager

Ashley Pak
Senior Manager of Learning Operations

MARKETING AND COMMUNICATIONS

Lisa Cunningham
Marketing Communications and Content Manager

Tiffany Hafendorfer
Marketing Coordinator

Justin Hannah
Director of Marketing

Alyssa Landry
Digital Marketing Coordinator

Renata Lerch
Vice President

Jessica Setness
Communications and Email Coordinator

Laura Shrake
Digital Marketing Manager

Vanessa Borelly Vega
Social Media and Digital Content Coordinator

MEETINGS AND EVENTS

Denise Stenzel
Director of Meetings and Events

PROJECT MANAGEMENT OFFICE

Lynn Kang
Director, Project Management Office

Teresa Pemberton
Project Coordinator

RESEARCH AND DATA SCIENCE

Gage Ammons
Research Specialist

Joel DiGirolamo
Vice President

Sarah Watts

Technology Manager

Chelsea Hale

Member and Industry Research Manager

Sandy Stansfield

Director of Member and Industry Research

SALES AND ADVERTISING

Toby Bishop
Senior Sales Director

STRATEGIC ANALYTICS

Tucker Carr
Business Data Strategist

Yvonne Wisnicky
Assistant Director of Strategic Analytics

ICF COACHING EDUCATION

Luke Davis, CAE, ACC
Vice President

Kale English
Executive Assistant

Elizabeth Harris-Medina
Accreditation Manager

Elissa Johns
Accreditation Manager

Alli Lake, PCC
Community Engagement Manager

Maria Lester
Global CCE Manager

Mariela Tirado Rivera
Accreditation Manager

Rockelle Ward
Director of Global Accreditation

ICF COACHING IN ORGANIZATIONS

Robert Garcia
Vice President

Sarah Franklin

Membership and Communications Manager

Jamie Zink

Executive Assistant

ICF CREDENTIALS AND STANDARDS

George Rogers
Director of Quality Assurance, Credentialing and Accreditation

Jackie Burton
Operations and Customer Relations Manager

Alplato Chukpue-Padmore
Special Projects Coordinator

Cody Cioffe
Credentialing Coordinator

Teri Copas
Credentialing Coordinator

Aileen Gordon
Executive Assistant

Cassandra Holland
Assessor Manager

Jen Hulbert
Credentialing Coordinator

Kate Jayes
Credentialing Coordinator

Lucas Kittinger
Credentialing Coordinator

Vanessa Noorani
Credential Renewal Manager

Kathryn Garrett Rue
Credentialing Coordinator

ICF FOUNDATION

Coura Badiane, MBA, CAE
Vice President

Rebecca Cross
Director of Development and Donor Engagement

Kathleen Lihanda

Program Director for Strategic Initiatives

Nastasha Monroe
Administrative Assistant

Neeshia Winkley
Executive Assistant

ICF PROFESSIONAL COACHES

Aide Aldana
Member Experience Ambassador (Latin America)

Leila Almedia
Executive Assistant

Anik Clemens, ACC
Strategic Development Director (North America, Latin America, Caribbean)

Malcolm Fiellies, PCC
Regional Development Manager (Europe, Middle East and Africa)

Mickey Gustafson
Regional Development Manager (North America)

Angie Holleran
Regional Development Manager (North America, Latin America, Caribbean)

Saul Infante
Regional Development Manager (Latin America)

Alla Kazajeva
Regional Development Manager (Europe, Middle East and Africa)

Isabelle Maes
Regional Development Manager (Europe, Middle East and Africa)

Minji Oh
Regional Development Manager (Asia Pacific)

Rainer Prati

Strategic Development Director (Europe, Middle East and Africa)

Haitham Shaheen
Senior Development Manager (Asia Pacific and Europe, Middle East and Africa)

April Summerford
Regional Development Manager (North America)

Pac Vachiramanaporn
Regional Development Manager (Southeast Asia)

Steve Weiss, CAE
Vice President

Don Whittle
Director of Member Experience

ICF THOUGHT LEADERSHIP

Catherine Galli
Content Creator

Alicia Hullinger, Ph.D.
Vice President

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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