

EMBRACING POSSIBILITIES.

Envisioning the future.

2022 Annual Report

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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 develop social connection 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.



Unlocking Excellence, Embracing Growth, and Leading the Way to a Future of Possibilities

With the effects of the COVID-19 pandemic subsiding, people worldwide began to think about their futures again and embrace the possibilities. We, too, looked ahead to envision a transformative future for our organization, profession, and the world, while also taking steps in the present to help us achieve that future, including:

IMPROVED VALUE, OFFERINGS, AND BENEFITS

In the pages that follow, you will learn about new resources and initiatives, like community platforms and enhanced events, that we introduced to better support our stakeholders on their journeys of success, development, and impact.

FOCUS ON IMPACTS OF TECHNOLOGY

We established a coalition with leading global coaching platform providers to create operating standards and ethics as well as a way for consumers to evaluate these products and services. Through this coalition, we aim to develop best practices that will be implemented across this emerging field so that coaches and clients have credible experiences they can trust and find empowerment in the professional coaching relationship.

REGULATION EFFORTS

The European Union (EU) accepted the "[Professional Charter for Coaching, Mentoring, and Supervision of Coaches, Mentors, and Supervisors](#)," which was a collaboration between ICF and a number of other coaching organizations. This charter demonstrates why professional bodies should be the regulators of coaching rather than individual national, state, or provincial governments. While the charter does not carry the force of law, it does show a concerted effort to self-regulate the profession on the part of major coaching associations, helping to ensure more consistent ethics and practice standards worldwide.

STRATEGIC PLANNING

Over several months, a dedicated group of ICF leaders worked tirelessly on a new strategic plan to shape our future direction. They assessed our achievements and goals. They had thoughtful, intensive discussions and gathered input from our members, stakeholders, association management experts, and foresight authorities. The result was an ambitious, inspiring roadmap aligned with stakeholders' aspirations and the evolving professional landscape. Approved by the ICF Global Board of Directors in December 2022, the plan is being implemented in 2023.

As we embrace possibilities and envision the future, we remain committed to fostering an environment that encourages innovation, collaboration, and forward thinking. Together we can create a future filled with endless opportunities for professional excellence as we advance the profession and empower the world through coaching.



ABOUT ICF

2022 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.

THE WAY TOWARDS A TRANSFORMATIVE FUTURE

We remain committed to leading the profession through excellence, impact, and value, and supporting coaching's ability to advance society for the better. Approved by the ICF Global Board in December 2022, the ICF Strategic Plan will help move ICF, coaching, and society forward. These elements are reflected in our new vision and mission statements, as well as our strategic focus areas, which emerged around three themes.

The plan guides the work of each ICF family organization and department, each functioning as part of a larger One ICF, so that our entire ecosystem contributes to the overall health and growth of our organization.

3 THEMES & 5 STRATEGIC FOCUS AREAS

Empowerment

To enable human and societal development through coaching, of which all parts of ICF will play an integral role in accomplishing.

1. Propagate coaching as an integral enabler of human development, well-being, and advancement of society.

Member-Focused

To ensure we continue serving our members the best we can — for today as well as tomorrow.

2. Expand our reach, accessibility, and leadership influence across the global coaching ecosystem.
3. Champion inclusivity and equity across the coaching profession worldwide.
4. Lead industry-wide improvements to professional standards, education, and consumer experience.

Organizational

To manage and evolve ICF and the One ICF ecosystem responsibly and sustainably.

5. Ensure aligned transformation, organizational excellence, and sustainable growth across ICF.

One ICF AT A GLANCE

ICF COACHING EDUCATION

2,852

ICF Accredited Providers

(+7% increase from 2021)

1,768

New Accreditation Applications

(+15% increase from 2021)

ICF COACHING IN ORGANIZATIONS*

45

Member Organizations

775

Member Representatives

ICF CREDENTIALS AND STANDARDS

48,762

ICF Credential-holders

(+17% increase from 2021)

14,737

New Credential Applications

(+0.7% increase from 2021)

ICF FOUNDATION

5,125

Donations

(-8.5% decrease from 2021)

\$194,340

Received

(+3% increase from 2021)

ICF PROFESSIONAL COACHES

56,397

Members

(+11% increase from 2021)

139

ICF Chapters

(-2% decrease from 2021)

ICF THOUGHT LEADERSHIP INSTITUTE

3,998

Contact subscribers

(+194% increase from 2021)

34

Wisdom Weavers* participated in

1

Convening

*There was a change in methodology and/or how the data is being reported, so we are unable to make an equal comparison with the previous year.

AWARDS

A Spotlight on Excellence

The ICF awards are a celebration of those who dare to dream and embrace the power of possibility.

“... if my work can make a difference, so can you. I will continue my efforts to raise standards of our profession, and I look forward to reimagining the future together.”

— Marina Jankovic, MCC (United Kingdom)
2022 ICF Young Leader Award Honoree



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 May 2022, we celebrated all ICF chapters worldwide and recognized the following 11 outstanding chapters as honorees of the 2022 Chapter Recognition Award:

- **ICF Australasia**
- **ICF Brazil**
- **ICF Chennai**
- **ICF Germany**
- **ICF Metro DC**
- **ICF Mexico**
- **ICF Portugal**
- **ICF Quebec**
- **ICF Switzerland**
- **ICF Tennessee**
- **ICF Toronto**

Chapter recognition honorees are selected based on their annual chapter activity reports and evaluated against ICF's criteria for high-performing chapters. These criteria ensure that the chapters surpass expectations in fulfilling their responsibilities and are making a significant local impact. We congratulate these exceptional chapters for their dedication, passion, and remarkable achievements.



ICF INTERNATIONAL PRISM AWARD

The International Prism Award for Organizations celebrates 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.

2022 Winner

- **Intel Corporation**
[Learn more about Intel Corporation.](#)



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.

2022 Honorees

- **Elena Espinal, MCC (Mexico)**
[Find out more about Elena.](#)
- **Fran Fisher, MCC (USA)**
[Learn more about Fran.](#)
- **Soren Holm, MCC (Sweden)**
[Hear about Soren.](#)
- **Philippe Rosinski, MCC (Belgium)**
[Discover more about Philippe.](#)



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.

2022 Honorees

- **Marina Jankovic, MCC (United Kingdom)**
[Learn more about Marina.](#)
- **Ricardo Melo, PCC (Argentina)**
[Hear about Ricardo.](#)
- **Shruti Sonthalia, MCC (India)**
[Find out more about Shruti.](#)

COMMUNICATIONS, MARKETING, & PR

Growing the Possibilities

Embracing the power of our international community, we initiated several strategic efforts to generate a greater awareness of coaching, establish ICF as a global thought leader, and foster more impactful connections. Furthermore, these endeavors have effectively highlighted the commitment of our members and other stakeholders in upholding rigorous standards for ethics and excellence.

LOCALIZING SOCIAL MEDIA THROUGH NEW PILOT

Recognizing the remarkable growing interest in coaching in some regions, we launched a localized social media pilot, introducing new ICF social media channels on [Facebook](#), [Instagram](#), and [LinkedIn](#) that communicate all content in Spanish. Doing so has helped bring a more personalized, accessible experience to more people around the world — ultimately helping to bring more awareness to coaching and ICF.

FOCUSING PR EFFORTS

We implemented targeted public relations efforts across various parts of Europe and the Middle East. By tailoring our approach

to specific countries and regions, we aim to address the unique needs, interests, and demands of individuals and organizations in those regions. The primary objective of these efforts is to showcase the expertise and thought leadership of ICF coaches.

GOING LIVE

To increase the awareness of coaching and ICF globally, we launched our monthly LinkedIn Live series. This series has also helped to establish ICF as a thought leader within the coaching industry and beyond it. During these live 30-minute broadcasts, our CEO Magdalena Nowicka Mook converses with renowned figures and influencers, like Mark Thompson and Sanyin Siang, to discuss trends in the industry as well as leading topics impacting coaching, including leadership, transformative change, and artificial intelligence.

The livestream can be accessed via the ICF LinkedIn, Facebook, and YouTube channels. Monthly livestream events average 200+ viewers during the live event across all three platforms and 2,500+ total views after the event. These events have expanded ICF's audience, showcasing how coaching can create positive change in an approachable format.

WEBSITE

20,530,546

page views (+10.71%)

Unique page views: 10,572,249 (+8.49%)

SOCIAL MEDIA

-  **LinkedIn: 232,000 followers** (+25%)
-  **Instagram: 33,260 followers** (+23%)
-  **Facebook: 117,400 followers** (+14%)
-  **Twitter: 32,500 followers** (+5%)
-  **YouTube: 28,300 followers** (+17%)

MEDIA MENTIONS

3,659*

*Reporting method changed so comparison to previous year is not available.

DIVERSITY, EQUITY, INCLUSION, & BELONGING

Committing to Intentional, Meaningful Change

ICF is committed to diversity, equity, inclusion, and belonging (DEIB) in all aspects of its operations, valuing the unique talents, insights, and experiences of coaches, other stakeholders in the coaching community, and clients. In 2022, we established a DEIB department to focus our work and advance our efforts.

DIVERSITY AUDIT

Conducting a diversity audit was one of the first steps to enhance DEIB at ICF. The audit encompassed chapter diversity and member and staff belonging surveys, focus groups with family organization boards of directors, and various records of information. The collected data were analyzed to identify strengths, weaknesses, opportunities, and threats, leading to a compilation of findings and recommendations in the [2022 State of Diversity White Paper](#).

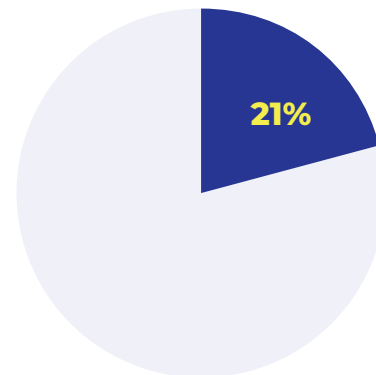
Findings include:

- Millennials and Gen Z individuals are underrepresented among coaches and members, along with individuals with disabilities, who are part of the LGBTQIA+

community, and are BIPOC.

- There is a perception that ICF is United States-centric, reflected in factors such as time zones, culture, programming, activities, demographic information, language in materials, and pricing.
- Of the 65% of chapters who responded to the chapter leader survey, 21% had a board member dedicated to DEIB.

RESPONDING CHAPTERS WITH DEIB BOARD MEMBER



OPPORTUNITIES FOR EDUCATION AND DISCUSSION

A key component to the DEIB strategy is to provide educational and discussion opportunities to members, staff, and other individuals in the ICF ecosystem and throughout the coaching community. In 2022, offerings included:

- The monthly ICF DEIB Roundtable, where topics like neurodiversity and ways to support the LGBTQIA+ community were explored throughout the year.
- The Global Cultural Competency Workshop, which was offered eight times to different audience groups. It was designed to help participants grow their awareness and abilities in a variety of ways, including how to display personal cultural proficiency during coaching.
- Several opportunities for ICF chapter leaders, including nine train-the-trainer sessions and a four-part workshop series on ways to implement DEIB initiatives within their chapters.



“It’s through the intentional way ICF’s DEIB content is curated and delivered that participants have given rave reviews about the environment it offers; allowing them to be vulnerable while digesting integral material that fosters meaningful and measurable DEIB actions for change.”

—Windy Shotlow-Hatchell, PCC (USA)

ETHICS, POLICY, & COMPLIANCE

Strengthening Ethical Awareness and Practice

We are dedicated to upholding the highest ethical standards within the coaching profession. Refinements made in 2022 demonstrate this commitment to ethical awareness, education, and support.

PROVIDING CLARITY IN THE ECR PROCESS

The Independent Review Board (IRB) enhanced the Ethical Conduct Review (ECR) process to provide greater clarity for all parties involved. Updates included the addition of a Decision Tree to the Ethical Complaint Form, which resulted in more focused complaints and provided complainants with a better understanding of the process.

SUPPORTING ETHICAL THINKING WITH NEW RESOURCE

To promote a deeper understanding of the ICF Code of Ethics, enhanced ethical awareness, and critical thinking for ICF professionals, the Ethical Interpretative Statements were transformed into a new resource called [Insights and Considerations for Ethics](#). It is designed to empower users to be reflective, responsive, and open to realignment within the current context of coaching. Volunteers from the ICF Ethics Community of Practice, the Ethics Water Cooler Conversations, and the IRB, as well as other valued and informed sources, assisted in the creation of this resource.

EXPANDING ETHICS ACROSS THE ECOSYSTEM

At the end of 2022, the ICF Global Board of Directors approved the creation of the Ethics Advocacy Team to serve as an ally

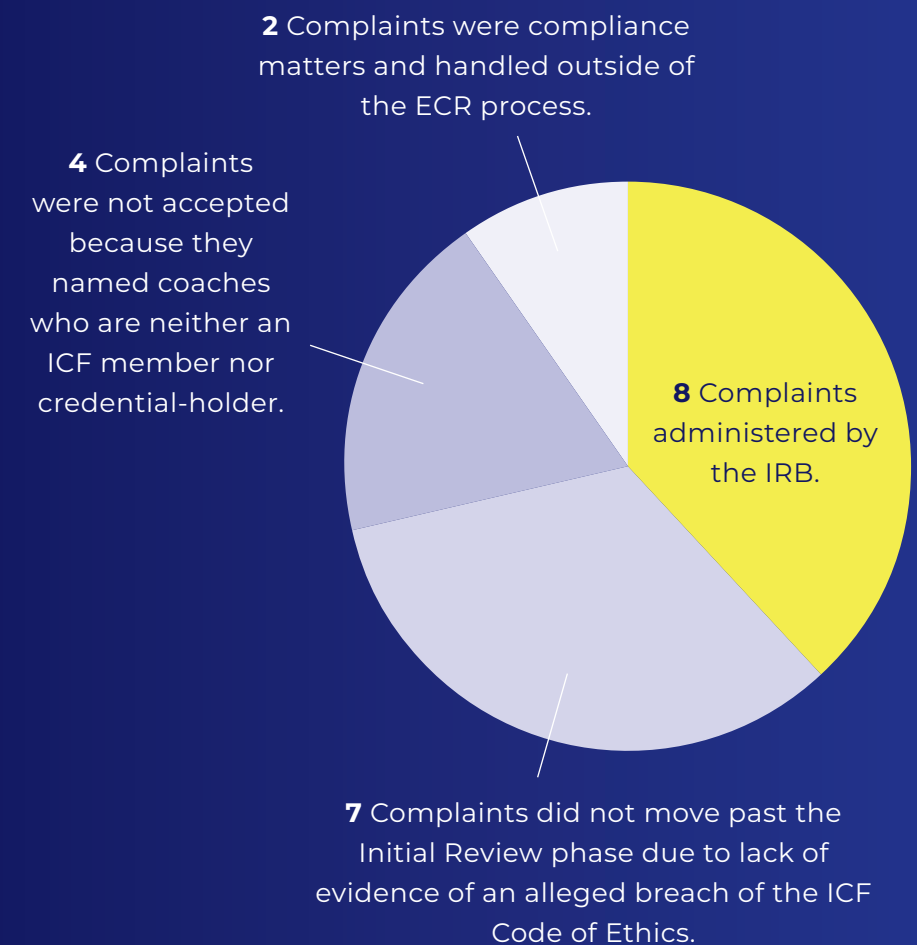
and sounding board for ethical conversations within the ICF ecosystem. This new body may also periodically provide recommendations on ethics matters to the ICF Global Board and other stakeholders. It will officially launch in 2023.

A high-level breakdown of the administered complaints, as well as an overview of all ethics-related activities, can be found in the [2022 Ethical Conduct and Compliance Report](#).



THE ECR AT WORK

21 Ethical complaints filed via the ECR (28% decrease from previous year).



EVENTS & LEARNING AND DEVELOPMENT

Empowering with Knowledge

As the coaching profession continues to evolve, we are committed to enhancing our learning and development offerings so that they remain relevant and bring value to our stakeholders. With access to the latest trends and innovations, coaches are equipped to meet the needs of today's clients and are empowered to imagine a future of endless possibilities.

ICF BUSINESS DEVELOPMENT WORKSHOP SERIES (BDWS)

BDWS 2022 featured five months of content and resources from business and branding experts. BDWS 22 offered two tracks: Launch, for newer coaches, and Grow, for more experienced coaches. The content in each track spanned three themes to help participants "Define, Position, and Expand" their coaching businesses.

- **5** Months of content
- **2** Content tracks
- **3** Themes
- **597** Total registrants
- **2,160** Launch views
- **861** Grow views

"I love the thought-work this series has prompted in us all."

— Claire Brown, PCC (UK), ICF BDWS 2022 Attendee

ICF GLOBAL LEADERS FORUM (GLF)

More than 300 chapter leaders came together virtually for the annual Global Leaders Forum (GLF) to share best practices, develop leadership skills, and network with one another. GLF 22 took attendees on a "Leadership Journey," with three focus areas along the way: Engagement, Education and Growth, and Innovation and Succession.

- **3** Time zones
- **6** On-demand sessions presented
- **10** Live sessions offered
- **77** Countries and territories represented
- **316** Live attendance
- **792** Total attendance (live and on-demand recordings)

ICF COMMUNITIES OF PRACTICE (CP)

CPs offer a platform for coaches to connect, learn, and collaborate within their specific areas of interest.

- **10** Communities of Practice
- **40** Quarterly sessions + additional bonus sessions throughout the year
- **21,345** Registrations
- **5,804** Live session attendees
- **43.75** Core Competency CCE units
- **13.25** Resource Development CCE units

THE ICF LEARNING PORTAL

The ICF Learning Portal continued to serve as a hub for educational and professional development resources. The platform added 57 learning products, including BDWS 22, Imagine 22, Communities of Practice (CP) sessions, and ICF Credentialing and Standards training. The portal also began the translation process for frequently accessed content, starting with ethics.

More than 150 volunteers played a vital role in bringing these initiatives to life, highlighting the community support that drives learning and development forward.

- **38,820** Learners
- **66,990** Enrollments in live and on-demand sessions
- **57** New learning products added



RESEARCH & DATA SCIENCE

Understanding Today's Consumer to Imagine Tomorrow's Possibilities

As the awareness of professional coaching continues to grow globally, the [2022 ICF Global Consumer Awareness Study](#) — our largest consumer study to date — provided valuable insights into consumers' perceptions and motivations.

Conducted by PricewaterhouseCoopers (PwC), this is ICF's fourth iteration of the study, and it includes data from more than 30,000 completed surveys submitted by consumers in the top 30 countries and territories according to ICF membership rank.

The findings from this study are invaluable to ICF and professional coaches alike as we work to empower more individuals across the world through coaching. The 2022 study includes new demographic information unexplored in prior studies, such as respondents' labor market position and whether they live in an urban, suburban, or rural area.

Key Takeaways:

. **30,727 participants** from **30 countries.**

- Globally, the awareness of coaching continues to rise with almost three in four respondents (**73%**) **expressing awareness of the coaching profession**, including 28% saying they are very aware and 44% saying they are somewhat aware.
- A little over one in three respondents (35%) had previously participated in a coaching relationship. The most frequently cited reasons for participating in a coaching relationship

were improved communications skills, improved work/life balance and increased self-esteem/self-confidence, and optimized individual/team work performance.

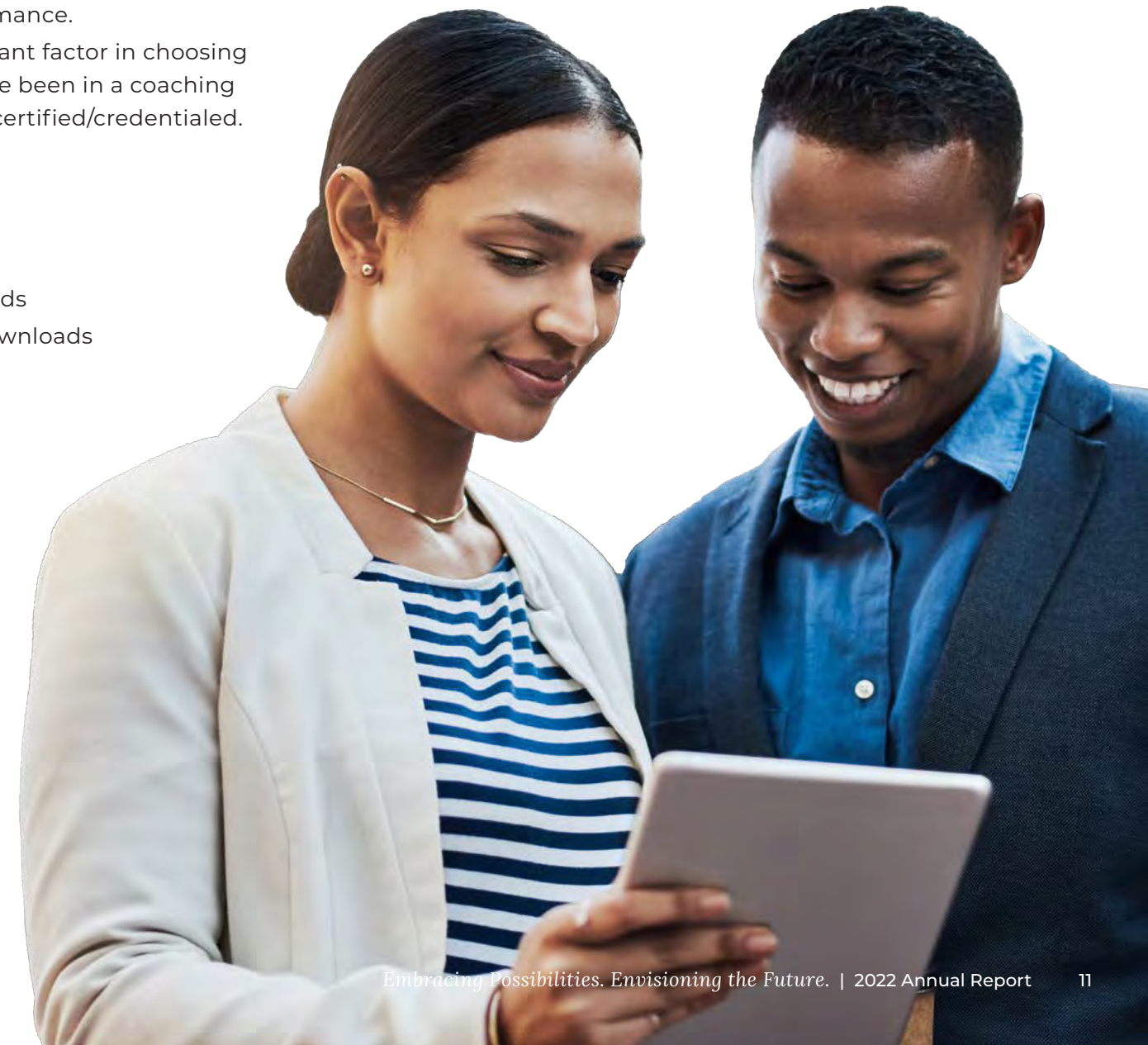
- Certifications/credentials are an important factor in choosing a coach — 65% of respondents who have been in a coaching relationship indicated their coach was certified/credentialed.

RESEARCH PORTAL

- **11,980** Searches
- **240,051** Stream views
- **376,469** PDF file displays and downloads
- **168,460** Reference file displays and downloads

RESEARCH ASSISTANCE

- **4,240** Coaches in the research panel at the end of 2022
- **12** Research assistance requests distributed





Introducing New Possibilities for **EDUCATORS**

Coach educators play an inspiring role within the profession: Their work influences and empowers their students, who then become the coaches that the world needs. At ICF Coaching Education, we are dedicated to ensuring educators have the support and resources they need to succeed. In 2022, we introduced several new offerings to better meet their needs.

GLOBAL KNOWLEDGE COMMUNITY

The ICF Coaching Education Global Knowledge Community is a vibrant, engaging space for accredited providers to foster growth and collaboration. Previously, coach educators and trainers were left to identify their own opportunities for development. Now they can connect with one another; access important resources; participate in events and professional development opportunities; share leading practices; and ask questions to their peers, experts, and ICF Coaching Education staff — all from one, centralized virtual platform.

- **896** Unique logins
- **6,270** Total logins

- **420** Discussion threads
- **1,223** Discussion posts
- **13,444** Resource library views/downloads
- **53** Events hosted
- **128** Library entries
- Users by region:
 - NALAC: 1,190
 - EMEA: 1,022
 - Asia Pac: 400



ICF IMAGINE

In October, nearly 300 coach educators and trainers worldwide gathered virtually for ICF Imagine 2022, our inaugural global conference on coaching education and training. Attendees were invited to imagine the future of coaching education through engaging content, live keynotes, roundtable discussions, networking opportunities, and more. They learned about coaching innovations, new education techniques, and leading recruitment and marketing practices.

- **273** Attendees
- **50+** Countries and territories represented
- **20** sessions in **3** content groups
- **25** Speakers
- **3** Keynotes

AWARD-WINNING CONTRIBUTION

The American Society of Association Executives (ASAE) honored ICF with a Silver Power of Associations Award for [ICF Coaching Education's Diversity, Equity, Inclusion, and Justice \(DEIJ\) Resource Guide](#). This guide provides extensive resources to equip coach educators in their diversity and inclusion efforts.

The Power of Associations Awards recognize the association community's valuable contributions to society at local, national, and global levels.



“Education prepares those committed to being pupils to have the necessary skills and sensitivities to adapt or create the future. The future of coaching is growing by leaps and bounds in the world and requires constant adaptation ... We admire ICF's capacity for change, how it is reading the possible futures that may come, and the clarity to declare what quality is in a profession that will continue to evolve because this is part of its DNA.”

— Elena Espinal, MCC (Mexico)
Coach Educator

ICF COACHING EDUCATION

2,852 Total accredited providers

In January, we launched applications for Level 1, Level 2, and Level 3 accreditation, and we approved the first leveled application in July. The intent of the levels is to provide a clearer path for students by eliminating jargon and complicated acronyms.

The total numbers represented on this page include all Leveled, Legacy (ACTP and ACSTH), and CCE accredited providers.



143 Level 1 providers



339 ACTP providers



180 Level 2 providers



634 ACSTH providers



16 Level 3 providers



1,540 CCE providers



Shaping the Future of **INTERNAL COACHING**

Through coaching, organizations can cultivate a growth mindset that embraces challenges and sees possibilities where others see obstacles. In 2022, ICF Coaching in Organizations continued to help build the power of coaching cultures globally. The year's achievements highlight our expanding reach and a growing interest in coaching cultures.

NEW COMMUNITY PLATFORM LAUNCHED

In March 2022, members gained access to a new benefit: the ICF Coaching in Organizations Community.

Through this exclusive online platform, member representatives from around the world — regardless of their location or time zone — can connect with one another in a variety of ways. They have access to:

- Discussion threads, where they can ask each other questions, share wins and challenges, and build relationships with peers.

- Specialized content like Member Spotlights, which feature different member organizations.
- Virtual events like the Deep Dive Series, which is a monthly networking engagement focused on sharing best practices, new trends, and tips that affect internal coaching. The community enables member representatives to embrace the potential of today and contribute to shaping the future of internal coaching.
- Additional professional development opportunities and webinars.

COACHING CULTURE COUNCIL IN MENA

Recognizing a demand for organizational coaching resources, ICF Coaching in Organizations established the ICF Coaching Culture Council in the Middle East and North Africa (MENA). The council comprises regional and industry advisory boards that engage with organizational leaders, HR professionals, and coaching leads to encourage the adoption of coaching culture by:

- Contributing to defining the value proposition of coaching in organizations.
- Serving as ambassadors and sharing knowledge and ideas to bring awareness to the power of coaching cultures.
- Leading discussions on developing credentials, standards, and education for internal coaching.

The Council already has members from Egypt, Saudi Arabia, and the United Arab Emirates, and there are plans to expand into Asia, Europe, and the United States.

"Leaders in our organization who received coaching were often promoted to decision-maker roles. For new partners, we found that those who had coaching had higher engagement and increased revenues."

— Janice Smith, PCC (USA)
Global Director of Ernst & Young Center for Transformative Leadership

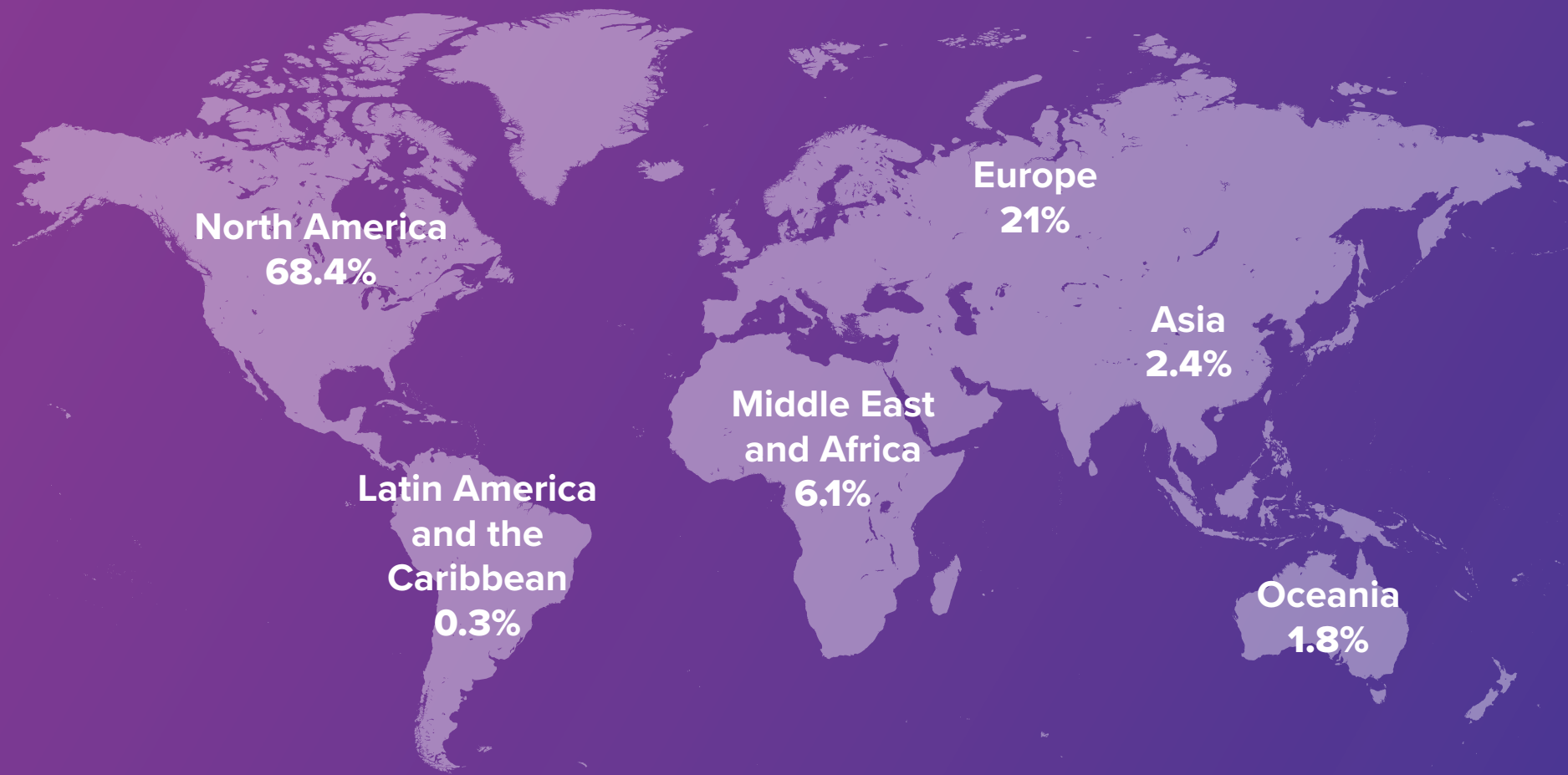


ICF COACHING IN ORGANIZATIONS

45 Member organizations + 775 representatives

In 2022, we saw an increase in larger organizations with a greater number of member representatives join ICF Coaching in Organizations. These organizations included Bank of America, Roche, and Capital One.

MEMBERSHIP BREAKDOWN BY REGION



COACHING CULTURE BY INDUSTRY



Health Care



Technology



Financial Services



Energy



Academia

Advancing Possibilities in EXCELLENCE

The ICF credential is the gold standard for professional coaches worldwide. We continually strive to preserve and increase its value today and into the future. Updates made in 2022 reflect our commitment to excellence, ensuring the ICF credential supports and elevates ICF credential-holders worldwide.

One of the most notable updates was the launch of the ICF Credentialing Exam. Replacing the Coach Knowledge Assessment, this exam was introduced to:

- Assess credential candidates' knowledge and ability to apply the updated ICF Core Competencies in practice.
- Align with global standards for professional certification, including providing a more secure delivery of the assessment, to increase the credibility, accessibility, and integrity of the exam.

The exam was informed by coach practitioners from around the world who served as subject matter expert volunteers in

its development and in the establishment of the exam scoring standard.

We also:

- Updated all ICF credential application paths to integrate with the new level-based accreditation structure implemented by ICF Coaching Education, providing a more direct, easier-to-navigate application experience for credential candidates.
- Released new performance evaluation criteria and guidance in alignment with the updated ICF Core Competencies.
- Offered French, Italian, Russian, and Spanish translations of the abbreviated PCC Marker Assessor Training.

PILOT PARTICIPANTS AWARDED FIRST-EVER ICF ADVANCED CERTIFICATION IN TEAM COACHING

Team coaching is one of the fastest growing disciplines in the profession as more organizations recognize the benefits of harnessing their teams' collective expertise, energy, and experience. To ensure coaches are well prepared for this complex discipline, we have spent the past few years developing the

ICF Advanced Certification in Team Coaching (ACTC). And in 2022, we awarded the first-ever ACTC designations to 148 team coach practitioners, representing 40+ countries and territories around the world, who participated in the ACTC Operational Pilot program. We are grateful to all who participated in the operational pilot program, helping to set a strong foundation for the public launch of the ACTC in 2023.



“Having an ICF Advanced Certification in Team Coaching means that I can have a clear benchmark of my practice with international standards...I can have a common language, evidence, and proof of practice, as well as a path to adjusting my sails when things go south. The requirements set a standard to what kind of professional I need to be as a team coach.”

—Mohamed Abdallah Sharaf Eldin, ACTC, PCC (Egypt)

14,737 New credential applications + 48,762 Credentialed coaches

26,313 ACC coaches
(16.5% Increase)



21,268 PCC coaches
(23.9% Increase)



2,021 MCC coaches
(28.3% Increase)





Building a Better **WORLD**

Through transformative partnerships and the generous support of our donors, the ICF Foundation was able to empower individuals, organizations, communities, and the world through coaching, while also providing insights into the value of its social impact.

DEMONSTRATING THE VALUE OF COACHING

The Coaching for Social Impact Pilot Project, which concluded in 2022, demonstrates the social return on investment of coaching. Over a 12-month period, ICF-credentialed coaches partnered with the leadership of Many Hopes, a nonprofit that works to rescue children from a variety of injustices, and its six partner organizations to move the metrics of each organization's strategies and goals.

Individual leaders reported not only improved leadership skills and gains in well-being, but also positive impacts on their teams, volunteers, donors, and constituents. Because of the coaching experiences, the seven organizations collectively rescued, equipped, and educated more children during the project than initially planned!

- **12**-Month engagement
- **906** Children served (300 more than targeted)
- **7** Organizations
- **7** Nonprofit leaders received direct coaching
- **7** ICF credential-holders
- **87+** Pro bono coaching hours
- **100%** of leaders and team members surveyed agreed: Coaching helped to accelerate their strategic plans and amplify their missions.

SUPPORTING TOMORROW'S LEADERS

Through a new partnership, rising leaders in the Obama Foundation Scholars program received coaching from ICF-credentialed coaches to aid their action plan development and advance their personal leadership journey. This partnership signifies the continued investment that both Obama Foundation and the ICF Foundation have in empowering tomorrow's leaders and accelerating positive social change throughout the world.

- **6**-Month coaching engagement
- **180** Pro bono coaching hours

- **30** ICF credential-holders
- **30** Obama Foundation Scholars

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.

- **5,125** Donations received.

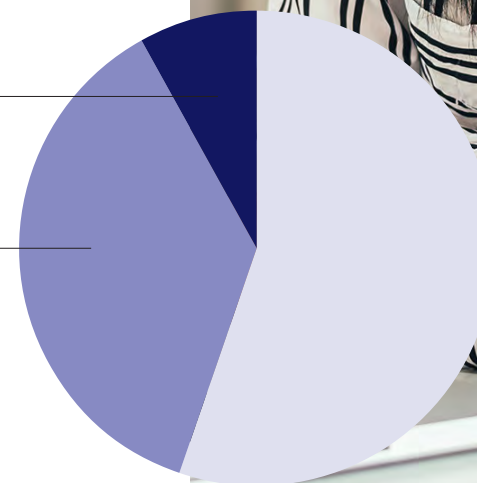
\$15,677 USD

raised as part of the Global Giving Tuesday campaign.

\$71,512 USD

in in-kind contributions raised through scholarships.

\$265,852 USD
total received.



Igniting a World of Difference

When we share the power of coaching with our world, we have the power to ignite our local communities and spark a global impact. Results from a study support that the Ignite Initiative has done just that. Through pro bono coaching projects, the Ignite Initiative uses the collective power of ICF chapters, members, and credential-holders to accelerate the United Nations (UN) 2030 Agenda. The study revealed that all 17 of the UN Global Goals were supported by an Ignite project from 2017 to present, demonstrating the program's remarkable effect on the world.

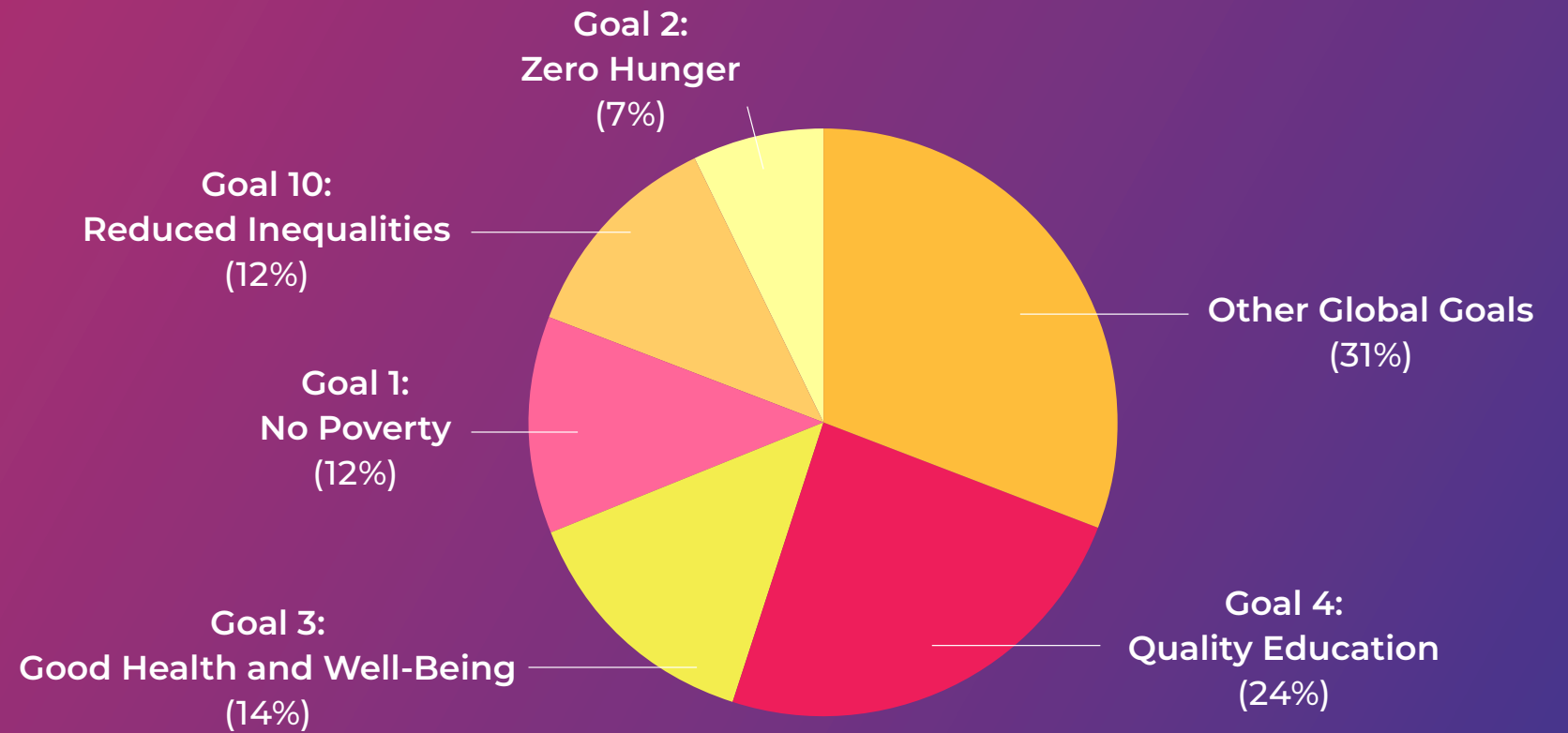
In 2022, the ICF Foundation partnered with:

- **88** ICF chapters and coaches for Ignite projects
- **868** Coaching clients
- **116** Educational and nonprofit organizations
- **676** ICF credential-holders
- **3,571** Coaching hours provided
- **7** Participating regions



THE GLOBAL GOALS

2022 IMPACT REPORT CARD: TOP 5 SUPPORTED UN GLOBAL GOALS



“Leaders need to plan, organize, direct, coordinate, motivate, lead, communicate and control all the organization's activities. Coaching helped me approach [these] issues more strategically.”

— Anne Alaniz Co-Founder, Pothawira Project Malawi and Coaching for Social Impact Pilot Project Participant

Expanding Opportunities for **GROWTH**

To empower the world through coaching, we must first empower our members. We are dedicated to continuously enhancing the member experience and the benefits we offer, so that our members have access to the resources needed to foster growth and excellence.

NEW MEMBER BENEFIT

In September, we introduced a new benefit: ICF members can create free, customizable websites for their coaching businesses. This offers a great way for members to show their affiliation with ICF to potential clients and to capitalize on ICF's global presence.


The user-friendly [ICF Member Websites platform](#) offers a variety of preset designs and features, making it simple to create a website. We also offered a series of guided tours to help members familiarize with the platform and all its features. By December, 1,000 member websites had been created. Plans to continually add new and enhanced features are underway.

INTERNATIONAL COACHING WEEK (ICW)

ICW is just one of many ways we aim to make coaching an integral part of thriving societies. Thanks to our members and chapters, ICW 2022 was a huge success in helping do so. For the second year in a row, they were able to post their events on the [ICF Events platform](#), which no doubt helped bring more visibility and accessibility to the week's many activities, including webinars, conferences, workshops, panel discussions, public coaching demonstrations, and pro bono sessions.

- **30,000+** participants from **166** countries.

- **1,184** events offered in **29** different languages.
- **13%** of attendees experienced the transformational power of coaching for the first time.



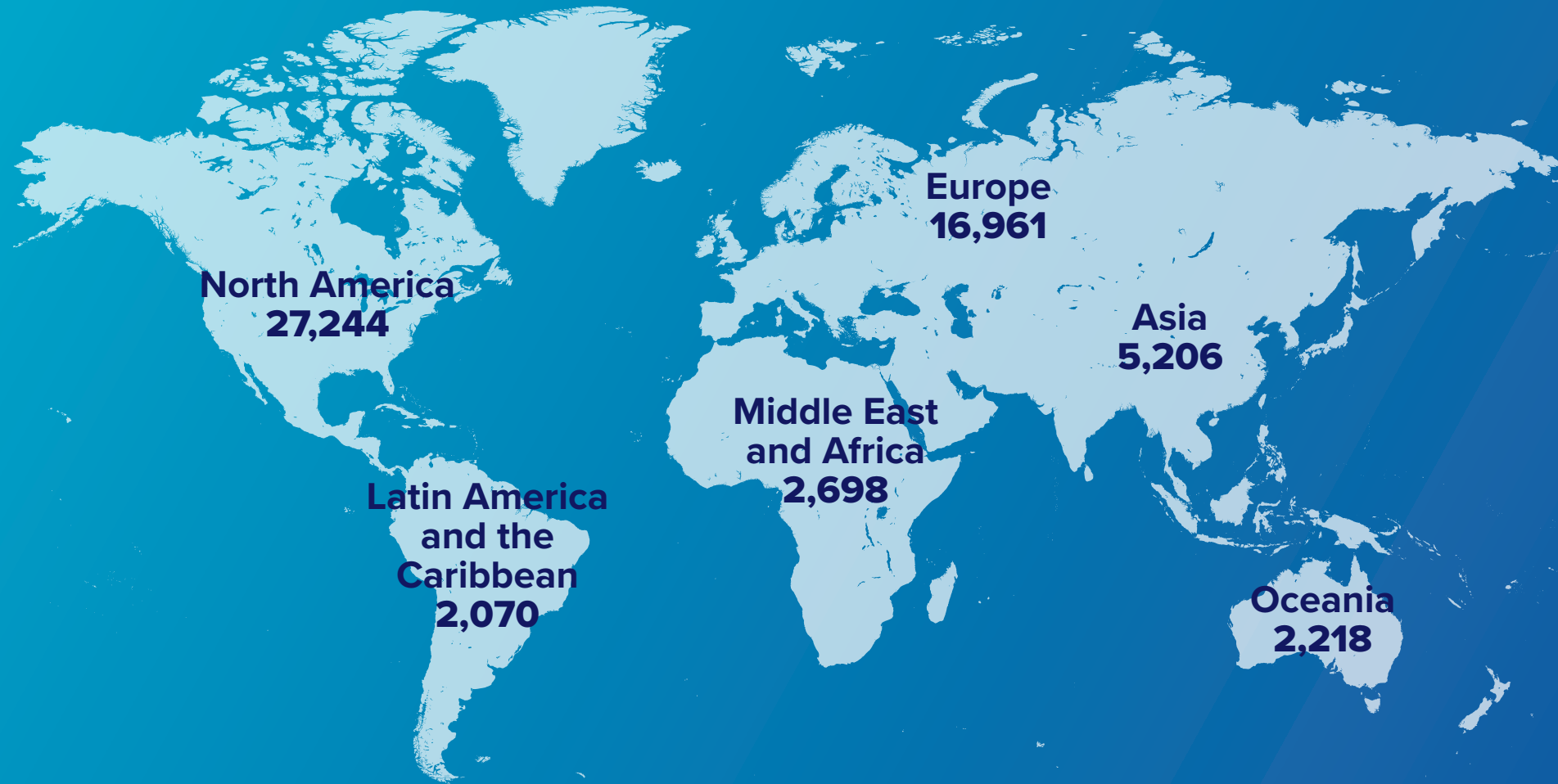
"I love being part of a global and local community of coaches. I enjoy learning from and with each other at conferences and learning events. Being with other coaches inspires me and reminds me of why I am a coach."

— Kristine Mae De Guzman, PCC (Philippines)

ICF PROFESSIONAL COACHES

56,397 ICF members

REGIONAL MEMBERSHIP BREAKDOWN



TOP 10 COUNTRIES BY MEMBERSHIP

USA: 22,488	Italy: 1,512
Canada: 4,740	India: 1,084
United Kingdom: 4,118	Germany: 1,045
Australia: 1,855	Singapore: 927
France: 1,702	Spain: 842

139 ICF chapters

121 Charter chapters
18 Non-chartered chapters

REGIONAL CHAPTER BREAKDOWN

57	North America
33	Europe
16	Asia
16	Latin America and the Caribbean
16	Middle East and Africa
1	Oceania

Fostering Our COLLECTIVE FUTURE

Through the ICF Thought Leadership Institute, we collaborate with experts, research emerging trends, and disseminate our insights to reimagine the future of coaching and how it can promote societal well-being and human development.

ENHANCED ARCHITECTURE OF THE CONTENT JOURNEY

We made key updates to improve accessibility and enhance the user experience of our [Global Digital Library](#), which is the open-access, online platform we use to distribute our findings and provide the public with a library of relevant knowledge on how the future of coaching can foster well-being for people and the planet. Updates included:

- The implementation of a robust search feature to help readers discover and explore relevant content more easily.
- The addition of new categories, filter options, and sub-navigation elements to better organize the experience and encourage deeper content browsing.

- Improvements to the "Explore Related Insights" feature at the end of each article, promoting related content to further the reader's content journey.

THE FUTURE OF COACHING COLLECTION

This content collection explores evolving trends within the coaching discipline, like coaching supervision and the roles of technology and artificial intelligence. It is based on findings from the 2021 convening, *Shaping the Future of Coaching*.

- **30** Articles
- **1** YouTube playlist with **12** videos

THE FUTURE OF EDUCATION COLLECTION

This collection is based on the 2022 convening, *Manifesting the Future of Education Convening*, in which 34 experts, representing different industries and 15 countries, explored how coaching can facilitate educational progress.

- **18** Articles
- **1** YouTube playlist with **5** videos

- **1** Call-to-action publication: The [Manifesto for the Future of Education](#), which envisions transforming education globally with coaching as a catalyst for positive change.
- **13** Volunteers contributed to its creation.
- **100+** Individuals have pledged to support the goals of the Manifesto.



JOURNAL HIGHLIGHT

In addition to publishing collections on the Global Digital Library, we also publish articles for academic and research journals. "[The Grand Challenge for Research on the Future of Coaching](#)" was published in the *Journal of Applied Behavioral Science* in early 2022, and the intent of the article is to stimulate and guide future research on coaching.



"It is very aspirational. I tend to look for ways to act on right away and wondered as a coach, how might I be able to connect with a school system to experiment and support."

— Market Segmentation Research Respondent on the Global Digital Library

FINANCIAL OVERVIEW

The 2022 financial audit will take place in the fall of 2023, and the financial report will be posted to the [ICF website](#) when it is complete.

2022 GLOBAL BOARDS

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ICF Global Board Chair (Pat Mathews, MCC, in 2022) 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.*



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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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