

ICF Chapter Diversity Guide

What is DEIBJ?

- **Diversity:** According to Society of Human Resource Management diversity is **“the collective mixture of differences and similarities”**.
- **Equity :** Providing resources to ensure everyone has access to the same resources and opportunities.
- **Inclusion:** An environment where acts are intentional and deliberate to embrace diversity.
- **Belonging:** A feeling of being valued, being oneself without judgement.
- **Justice:** Dismantling barriers to resources and opportunities in society so that all individuals & communities can live a full and dignified life.

Purpose of the Guide

- The purpose of this guide is to provide chapters with the steps to incorporate diversity, equity, inclusion, belonging, or justice (DEIBJ) within their chapter in order to align with ICF's Diversity focus.
- In this guide we will cover:
 - Diversity mission, vision, and value statements
 - Diversity specific board role
 - Anti-discriminatory statement
 - Diversity training
 - Data and analytics
 - Diversity strategic goals
 - Ways to measure diversity goals
 - Yearly diversity reporting

ICF's Diversity Focus

- **ICF has five diversity pillars and areas of focus:**
 - Member and Chapter Engagement
 - Data and Analytics
 - Policies and Governance
 - Giving, Philanthropy, and Charity
 - Training and Development
- Chapters should align their areas of focus and goals to ICF's global pillars.

ICF's Diversity and Inclusion Pillars



Member and Chapter Engagement

- Member recruitment
- Member retention
- Member representation
- Member belonging and inclusion index
- Partnerships
- Awards and recognition
- Leadership development
- Member resource groups (Global)

Data and Analytics

- Scorecards
- Benchmarks
- Key Performance Indicators (KPIs)
- Yearly report

Policies and Governance

- Diversity pledges and promises
- Non-discriminatory statements and policies
- Board selection processes
- Accessibility (technology, disabilities, and languages)

Giving, Philanthropy, and Charity

- Partnerships
- Donations
- Scholarships
- Equity programs

Training and Development

- Internal and external stakeholder training
- Diversity onboarding training for chapter leaders
- Professional development programs
- Global diversity guide

Diversity Mission, Vision, and Values

- Each chapter will have a diversity mission and vision statement and values that align with the purpose of their chapter.
- **Mission:** A diversity and inclusion statement demonstrates a chapter's commitment to building an inclusive, varied ecosystem welcoming to people of all backgrounds.

Questions to ask:

- What is your purpose?
- Why does DEIBJ exist in your chapter?

Diversity Mission, Vision, and Values

- Each chapter will have a diversity mission, vision, and values that align with the purpose of the chapter.
- **Vision:** A vision statement looks forward and creates an image of the ideal state that the chapter wishes to achieve.

Questions to ask:

- Where are you headed?
- What will your chapter look like in 10 years?

Diversity Mission, Vision, and Values

- Each chapter will have a diversity mission, vision, and values that align with the purpose of the chapter.
- **Values:** Core principles that guide and direct the chapter and its culture.

Questions to ask:

- What values are unique to your chapter?
- What values should guide the DEIBJ within your chapter?

Chapter Diversity Mission, Vision, and Values Examples

ICF Mexico

To include the visually impaired coaches community in the ICF coaches community.

- **Mission:**

Contribute, from our ethical commitment, so that the visually impaired coach community can be part of the ICF coach community, as well as promote their inclusion in the coach community by promoting actions that create the ideal conditions for their participation.

- **Vision:**

To be an International Association of Coaches that contributes to achieving the full and effective social integration of Coaches with Visual Impairment, guaranteeing respect for their human rights and freedoms without any discrimination so that they are part of the community.

- **Value:**

One of the key factors that fosters the creation of a sense of belonging is the sense of empathy.

Chapter Diversity Mission, Vision, and Value Examples

ICF Toronto

- **Mission:**

- To create a diversified and inclusive ICF Toronto Chapter where all members and clientele are treated with respect and experience equity through our interactions of policy, programs, procedures and protocols so that we thrive as a dynamic, iterative organization of coaches that embody a community of belonging.

- **Values:**

We treat each other with respect

We provide equity and aim for equality

We iterate our work

We act with transparency

We welcome & value all voices

We embody a community of belonging

Diversity Specific Board Role

- Each chapter will have a board role that is focused on chapter diversity, equity, and inclusion. This role will work with ICF Global to learn about Global DEI initiatives, goals, programs, and additional information.
- Furthermore, this role will work with their other chapter leaders to develop chapter DEI strategy goals.
- If your chapter is unable to fill this role, please contact LaKisha C. Brooks for assistance.

Developing a Diversity Specific Board Role

- To develop a diversity specific board role, the first step is to create a role/job description.
- The role/job description should include inclusive language and remove barriers for underrepresented or minority groups.
- [ICF Mexico](#) and [ICF Toronto](#) have created diversity specific board job/role descriptions. Please view their examples for guidance on how to develop your job/role description.

Anti-discriminatory Statement

- Each chapter will have an anti-discriminatory statement to promote diversity, equity, inclusion, belonging, and justice.
- Your statement should align with your country, region, or location.
- Please consider local laws and policies when creating your statement.

Anti-discriminatory Statement Example

- **ICF's DEIJ anti-discriminatory statement for our diversity council selection process:**

We will ensure the selection process is non-bias and non-discriminatory. Additionally, each candidate will have a fair and equitable opportunity to apply and be selected. We will not discriminate against candidates based on age, disability, national origin, race/color, religion, sex, sexual orientation, and gender identity.

Chapter Diversity Training

- Each chapter be required to host one diversity training per year for all members. ICF Global will provide the training materials for the required training.
 - **Topic: Cultural Competency**
- *All chapter board members will attend four diversity trainings. Trainings are hosted by ICF Global.
 1. **Communicating a change and handling difficult conversations**
 2. **Data collection and reporting**
 3. **Diversity strategic planning and goal setting**
 4. **Developing a DEIBJ committee, mission, vision, and values**
- Chapters can host additional training and programs for members.

**Training topics are subject to change.*

Example of Chapter Diversity Training

ICF Washington State:

Title: Equitable Program Development Sessions for the Board

- Learn about intersectionality in themselves and particularly, how it affects marginalized communities (understanding how social and political identities compound themselves to create inequalities or disadvantages that may not be understood with independent categories, yet particularly impact marginalized communities)
- Engage in courageous conversations about how the intersection of their own identities shows up in program development (how good intent can still have undesirable impact; and how continuous courageous awareness and practice is the antidote).
- Gap identification, designing action and accountability: from a scenario, identify gaps in program development that are inequitable, and build on such exercise to examine and improve their approach to more equitable program development.

Example of Chapter Diversity Training

ICF Toronto:

Title: Unboxing Our Bias - Ways to Belonging with Ellen Wagner

Ellen will talk about the importance of being aware of our biases and prejudices and self-reflecting on our actions. She will also talk about how we can learn to unlearn to think in 'boxes' and reflect on our privileges to move the needle towards a more equitable world. It starts with us!

Continuing Coach Education (CCE) units for this event: 1.5 Resource Development

Chapter Diversity Data and Analytics

- Chapters should use data in their DEIB work. This can include:
 - Member demographics
 - Number of DEIBJ training programs
 - Member surveys regarding DEIBJ
 - Number of partnerships
 - Growth in membership
 - Languages spoken by coaches and clients
- Chapters can create dashboards for their data using Excel or other programs.
- Data should be quantitative (numerical) and qualitative (descriptive)

Diversity Data and Analytics Examples

ICF Toronto:

1. Auditing board member recruitment, selection, & onboarding processes
2. Membership survey and feedback
3. Board representation

ICF Washington State:

1. Number of BIPOC and other coaches from other marginalized groups
2. Number of people signing up for pro bono coaching for each of their University Partnership Programs.
3. Number of partners renewing their contract

Diversity Strategic Goals

- Strategic goals should meet the needs of the chapter.
- Make sure goals are S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, and Time Bound)
- Use both quantitative and qualitative data to determine goals.
- Align your chapter's goals with ICF Global's goals and pillars.

Chapter Diversity Goals Examples

ICF Toronto:

1. Gather demographic and psychographic information from our current members to learn who our members are and how we might meet their needs.
2. Create a Board Member recruitment and selection process that supports DEI; connected to Board Education & Board Diversity.
3. Expand Board to include under-represented communities of coaches by X %.

Chapter Diversity Goals Examples

ICF Washington State:

1. Increase the number of registrants by and participants at each BIPOC Coaches Connect by X%.
2. Grow the number of partners renewing their contract by X %.
3. Increase board members' DEIBJ readiness tool proficiency level through training and evaluations.

Measuring Diversity Goals

- In order to determine if goals are met, they must be measured.
- Quantitative goals are much easier to measure.
 - **Examples:**
 - Renewals
 - Profits
- Qualitative goals can be measured as well.
 - **Examples:**
 - Morale
 - Sense of Belonging
- Chapters should also create scorecards and benchmarks to measure goals.

Measuring Diversity Goals Examples

ICF Toronto

1. Calculate the ROI to increase accessibility for people with disabilities, specifically hearing impaired'
2. Measure members' sense of belonging

ICF Washington State

1. Benchmark and measure the DEIBJ readiness level of all board members and new volunteers
2. Calculate the net profit from renewed partnership contracts from year to year.

Yearly Diversity Report

- Each chapter will submit a yearly diversity report to ICF Global.
- Information about the yearly report will be provided in the coming months.

Recap

- The purpose of this guide is to provide chapters with the steps to incorporate diversity, equity, inclusion, belonging, or justice (DEIBJ) within their chapter in order to align with ICF's Diversity focus.
- Each chapter will have:
 - Diversity mission and vision statement and value statements
 - Diversity specific board role
 - Anti-discriminatory statement
 - Diversity training
 - Data and analytics
 - Diversity strategic goals
 - Ways to measure diversity goals
 - Yearly diversity reporting

Special Thanks

- A special thank you to leaders from the Toronto, Mexico, Arizona, Washington State, and Chennai chapters for their contributions to the diversity guide.



[coachingfederation.org](https://www.coachingfederation.org)