



# ICF and My Certification

September 2016

ICF Belgium

**ICF Belgium is the place to be for a professional coach to be known and recognized.**

# The mission of the ICF Credentialing Program

- Protect and serve consumers of coaching services
- Measure and certify competence of individuals
- Inspire pursuit of continuous development

# Definitions

- Associate Certified Coach (ACC)  
= practiced coach.
- Professional Certified Coach (PCC)  
= the proven coach.
- Master Certified Coach (MCC)  
= the expert coach.

# ICF Credentialing

- Worldwide reputation

	Global	Belgium
ACC	12'162	72
PCC	6'701	66
MCC	771	11
Total	18'634	148

ICF Global: +28'000 members

In Belgium 238 members, 148 credentialed

## 3 levels of Credentialing

	<b>ACC Associate Certified Coach</b>	<b>PCC Professional Certified Coach</b>	<b>MCC Master Certified Coach</b>
Nbr training hours	60+	125+	200+
Nbr hours experience	100+	500+	2500+

# Benefits of Credentialing

- A higher-than-average income worldwide compared to non-credentialed-coaches.
- Clients who worked with an ICF Credential-holder were more likely to be satisfied with their coaching experience and recommend coaching to others.
- 84% of adults who had experienced a coaching relationship reported that it was important for coaches to hold a credential

*2015 ICF Global Coaching Study*

*2012 ICF Global Coaching Study*

*2010 Global Consumer Awareness Study*



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# Communication tools

- Website
  - [www.coachfederation.be](http://www.coachfederation.be)      [www.coachfederation.org](http://www.coachfederation.org)
- LinkedIn group
  - <https://www.linkedin.com/groups/2586041>
- Facebook page
  - <https://www.facebook.com/ICF-Belgium-113082825459091/>

# Our website

- New website since 2015 !
  - The training program search page = the page of [www.coachfederation.org](http://www.coachfederation.org)
  - « Training news » is reserved to the certified programs to promote activities
  - « Member news » allows you to emphasize your promotions



# Visitors

Sessions

39 891



Utilisateurs

26 995



Pages vues

137 377



Pages/session

3,44



Durée moyenne des sessions

00:03:07



Taux de rebond

51,63 %



% nouvelles sessions

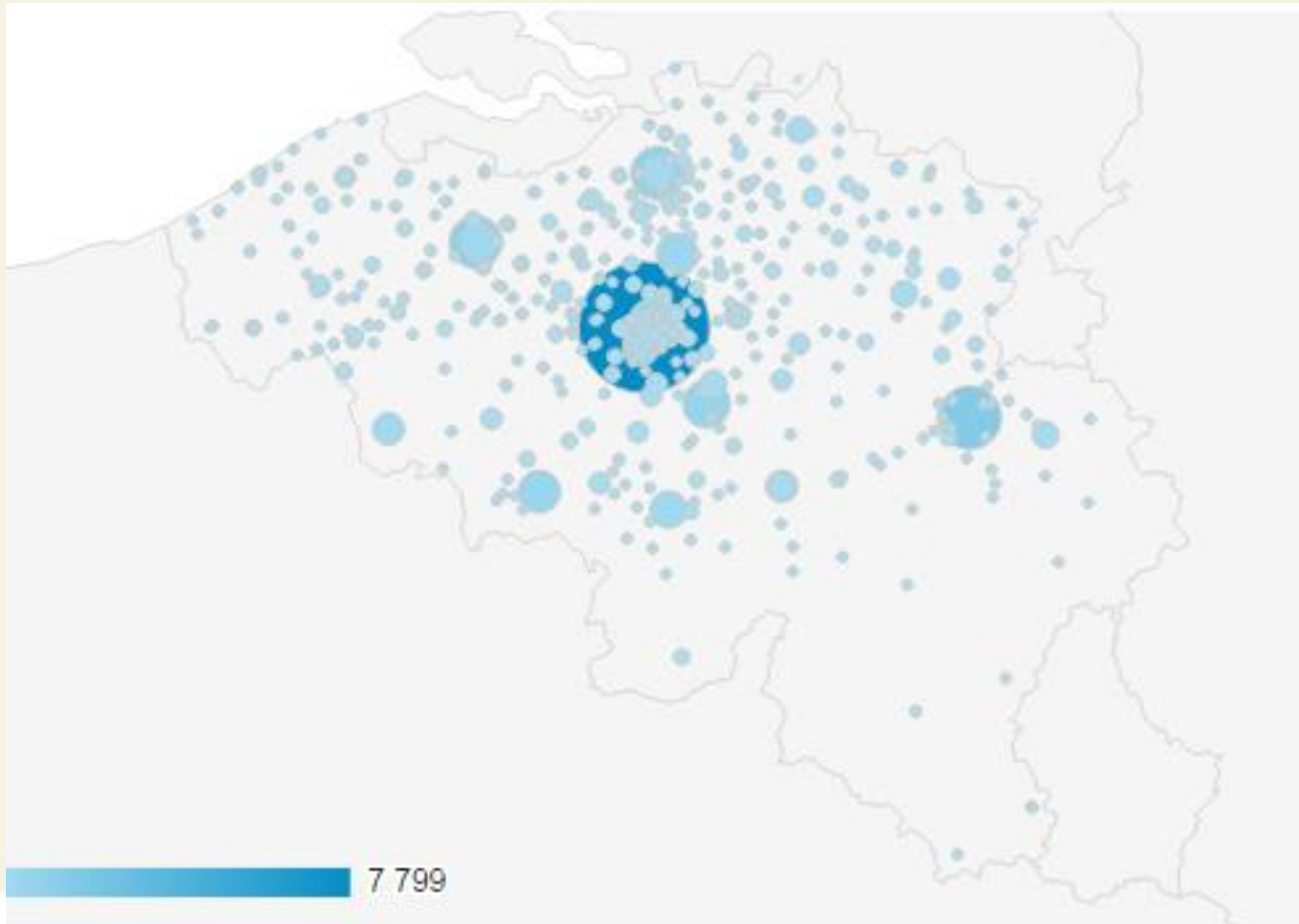
65,66 %



# Most visited pages

- Find a coach: 18.680
  - Including coachingweek special action
- Training programs : 6.271
- Agenda : 3738

# Geography



# LinkedIn group

- Over 1100 members
- Opportunity for a promotion of your activities, invitations, etc...
- Discussions and Promotions

# Facebook page

- 600 users
- Good base for sharing information in your own network
- Do you use Twitter, Google+, Viadeo, Pinterest?

## 3 credentialing paths

- ACTP path
- ACSTH path
- Portfolio path

# Training programs

- Three kind of programs
  - Accredited Coach Training Program (ACTP)
    - A start-to-finish coach-training program,
    - Comprehensive instruction around the [ICF Core Competencies](#), [Code of Ethics](#) and the ICF definition of coaching.
    - Mentor Coaching, observed coaching sessions
    - Comprehensive final exam that evaluates a student's coaching competency.
    - Graduates of an ACTP may apply for an individual ICF Credential using the ACTP path.

# Training programs

- Approved Coach Specific Training Hours (ACSTH)
  - ACSTH programs are approved on an hour-by-hour basis and may or may not be a full coach-training program depending on the number of student contact hours.
  - Applicants of the ACC credential who completed all 60 hours of required training through an ACSTH program, use the ACC ACSTH path.
  - applicant for the ACC who has not received all 60 hours through an ACSTH, or apply for the PCC credential, they must apply using the Portfolio application path.



# Training programs

- Continuing Coach Education (CCE)
  - supplemental training for those wishing
    - » to acquire additional learning
    - » those who are renewing their ICF Credential.
  - Thousands of ICF Credentialed Coaches renew their credentials every three years, so getting your training program approved opens your training to more coaches.
  - For example, one requirement for credential renewal is 40 hours of CCE units.

# Continuing Coach Education (CCE)

- CCE is divided into two categories: Core Competencies and Resource Development.
  - **Core Competencies:** Advanced coach training, writing, or research directly related to [ICF Core Competencies](#).
  - **Resource Development:** Training, writing, research, or self-study outside of the [ICF Core Competencies](#) that contributes to the personal or professional development of a coach.

# Various training programs

Many training programs available :

- high schools, universities, private initiatives

ICF approved coach training programs

## ACC Credentialing requirements

<http://coachfederation.org/credential/landing.cfm?ItemNumber=2199&navItemNumber=744>



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## PCC Credentialing requirements

<http://coachfederation.org/credential/landing.cfm?ItemNumber=2202&navItemNumber=745>

## MCC Credentialling requirements

<http://coachfederation.org/credential/landing.cfm?ItemNumber=2205&navItemNumber=746>



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# Definition of Mentor Coaching

- For purposes of credentialing, Mentor Coaching means an applicant being coached on their coaching skills rather than coaching on practice building, life balance, or other topics unrelated to the development of an applicant's coaching skill.
- Mentor Coach Registry on [Coachfederation.org](https://www.coachfederation.org) (accessible via our site)

# Qualifications for Mentor Coach

- You are required to have been mentor coached by a coach who holds
  - For ACC application a ACC, PCC or MCC Credential.
  - For PCC application a PCC or MCC Credential
- Applicants Who Hold the ACC
  - If you hold an ACC credential, your mentoring hours from the ACC may qualify for PCC level if you were mentored by someone who held a PCC or MCC at the time you received the mentoring.



# Individual and Group Coaching

- A minimum of 3 of the 10 mentoring hours must be one-on-one coaching with the mentor.
- Group coaching may count for a maximum of 7 hours toward the mentoring requirement.
- The group being mentored may not consist of more than 10 participants.

# Language for Portfolio appl.

- New: ICF is training new assessors in the world in order to
  - Improve the process
  - Offer more languages
- For us
  - French
  - Dutch
  - English
  - German
- Are all available

# Recorded Coaching Sessions

- ACC Portfolio : one audio recording and transcription.
- PCC Portfolio and PCC ACSTH: two audio recordings and transcriptions.
- MCC: two audio recordings and transcriptions.

# *Recorded Coaching Sessions*

- 20-60 minutes.
- recordings of actual client coaching sessions
- The client may not be a coach \*
- part of coach training may not be used.
- ***File Format***
  - The ICF can accept only the following formats: MP3 or WMA.

# Written Exam

- All applicants must complete a written exam once for any application.
  - ICF definition of coaching
  - 11 competences
  - Ethics

# Renew Credential

- ACC, PCC, and MCC Credentials are valid for the three-year period following the coach's initial approval or latest renewal. Credentials must be renewed by December 31 of the year the credential expires. For example, a credential awarded in 2016 must be renewed by December 31, 2019.

# Renewal Requirements

- Submission of the renewal application with appropriate documentation.
- Participation in at least 40 hours of Continuing Coach Education (CCE), with at least 24 hours in [Core Competencies](#).
- For ACC renewals only, an additional [10 hours of Mentor Coaching](#) above those hours required for initial credential.

# ICF etiquette

- No credential but member of ICF
  - « ICF Coach », or « ICF Coach member »
  - Members in good-standing may use the ICF logo
- ACC, PCC and MCC Credentials
  - Allowed to use respectively the ACC, PCC or MCC label associated with your name (not your company)
- Use only the official labels



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