

From: icfheadquarters@coachfederation.org [mailto:icfheadquarters@coachfederation.org]

Sent: Monday, March 22, 2010 2:20 PM

Subject: ICF Answers to Petitioners of ICF Coaches Take a Stand

Dear ICF Coaches Take a Stand Petitioner,

I'd like to acknowledge you for having contributed in helping us realize that there were some concerns and issues related to the credentialing enhancement process and beyond that needed to be addressed. As a result of our increased awareness of these issues, the Board has already initiated many positive changes. And although we sent general messages to all members, posted different messages on blogs, engaged in open and private calls with many of petitioners and other stakeholders, we have still to honor your request for us to "respond fully to each of our requests by sending an e-mail reply to each of the individuals" who signed the petition. Please let me do that now and share some answers with you personally.

Request # 1: Table the decision to move to a single ICF ISO credential and put an immediate halt to the implementation process of the proposed transition schema.

As a result of the analysis of the input received in the 60-day open comment period, the Board decided that the proposed changes sent to members in August 2009 will not be implemented; that ICF will keep the existing 3-tier credentialing system in place until at least January 2012. The Credentialing and Program Accreditation Committee has been charged to:

- Develop standards that will enhance our credentialing program to best protect and serve consumers of coaching services;
- Measure and certify competence of individuals; and
- Inspire pursuit of continuous development.

Request # 2: Retain and continue to promote the existing credentialing system of three levels of ICF certification: ACC, PCC and MCC; and at the same time, improve the branding of the credential distinction levels.

Since 2007, of the 3,300 articles in both print and online publications around the world mentioning ICF, more than 1,700 of these specifically referenced our credentials. Until an enhanced system is in place, the ICF will continue to promote our current credentialing system and the different levels.

Request # 3: Sponsor the first Town Hall Meeting with an Open Microphone Format about ICF Credentialing at the Annual Membership Meeting at this year's 2009 ICF Conference in Orlando, engaging in a dialog between ICF general membership and the ICF Board of Directors, so that members' concerns are expressed, heard, received and recorded in an open forum that promotes discussion and healthy debate. We ask that this Town Hall Meeting be announced to membership by November 15, 2009.

A "Lunch & Learn" open forum type meeting was held in Orlando, Florida, during the ICF Annual International Conference. More than 600 coaches participated and the notes from all flip charts collected at each table have been compiled and are accessible on the ICF website

(www.coachfederation.org). The video of the event is accessible as well at the same location.

Request # 4: Begin a collaborative, open dialog with all ICF members to understand, explore and participate in the decision making processes related to creating the future of the ICF Credentialing system.

In addition to the “Lunch & Learn” event, ICF has invited input from members and has engaged with members, as well as other stakeholders, to foster understanding and exploration of ideas and concerns. We collected input from individual e-mails, postings on several blogs, and we engaged in meetings with several stakeholders, including ACTO and GSEAC. ICF has also held 12 open calls during the months of October-December 2009. Other four open calls were held in January 2010 to update members on the outcomes of the Board’s January meeting. All this to promote free flow of concerns, ideas, comments, under the auspices of the extended 60 day comment period in order to underscore our commitment to encourage an open dialogue.

Request # 5: Follow the ICF Town Hall Meeting with a series of Open Town Hall ICF Membership Meetings, on a web platform that allows for instant message chats, providing the opportunity for our worldwide members to speak, weigh-in and have their voices heard and taken into account in the final decisions being made.

The Board announced a series of regularly scheduled Real Talk with the Board open calls throughout the remainder of the year to continue the conversation regarding credentialing as well as other initiatives of interest to the membership. Just as important as listening to member concerns and taking them into account, is our wholehearted commitment to co-creation moving forward. At the moment, the Credentialing & Program Accreditation Committee is charged with developing a plan of action to be presented to the Board at their March 18 meeting. The Committee will reach out and create several work groups to include key stakeholders such as credentialed coaches, assessors, ICF Coaches Take a Stand petitioners, ACTO representatives, GSEAC representatives, and others to carry out the plan and ensure co-creation. Any alterations to the system currently in place will be subject to further Credentialing & Program Accreditation Committee research and development using the member input received, and Board direction, and will be submitted to members for comments. All voices will be heard and considered, like we demonstrated already in the last five months.

Request # 6: Establish a Coaching Knowledge Base Advisory Board of qualified individuals, as well as strategic organizational and academic partners, to work closely with the ICF Board of Directors to assess and examine the coaching body of knowledge that can be annotated and tested for validity and reliability.

It is my commitment to establish a taskforce to address the subject of Body of Knowledge. The taskforce will be appointed no later than May 2010 and it will include qualified individuals, as well as strategic organizational and academic partners.

Request # 7: Formulate, document and implement an ICF Leadership Transparency Plan that will:

a. allow members a greater window and input into their own organization's governance and the decision making process at the Board and Committee Leadership levels;

We have already taken steps to provide greater transparency into the work of the Board by posting a

list of the items that are to be discussed at the Board meetings and informing all ICF members on the decisions made at meetings. We will continue to do this for future Board meetings and will look for additional ways for members to be aware of governance and decision-making activities of the Board and Committees. In terms of allowing member input on the decision making process, we will keep surveying our members before making substantial decisions and allow input and comments with 60-day comment periods, calls, suggestion boxes, etc. before any decision is implemented.

b. provide credentialed membership referenda for voting on key decisions related to the future of our credentials; and

ICF is an organization based on democratic representation, where elected leaders* are engaged in knowledge-based decision making. Before making any major decision, the Board of Director examines all data relevant to the decision in 4 areas (1. members' needs, wants, preferences; 2. Marketplace, industry, profession; 3. ICF capacity and strategic position; 4. Ethical implications). We consult members before any major decision, through several studies each year (focus groups, interviews, surveys) and allow open comment periods before the decision is implemented. In the association industry, this is considered a best practice to ensure timely and thorough decisions. Having said that, we will continue to submit any major proposed change to our members for input and, as already demonstrated, the decision can be modified following analysis of the input received.

**We are aware that some members are concerned because they have the perception that they do not really elect leaders. This opinion requires clarification and I hope that an article about this specific topic that will be published in May issue of Coaching World will help to clarify this area.*

c. establish a management control and membership survey mechanism for the Board and ICF members to periodically and transparently evaluate and track each others' collaborative relationship effectiveness over time.

There are several mechanisms in place to evaluate the effectiveness of the ICF management:

- 1) A Member Satisfaction Survey is planned to be launched in May 2010 to measure how service is evaluated by members. It will be planned annually and results will be shared.
- 2) A Product Awareness and Usage Review was launched in February 2010 to measure awareness, usage and satisfaction of the various products ICF offer to members. This survey, initiated in 2004, is periodical and will be replicated at least every two years.
- 3) An independently audited financial report is made available to all members on an annual basis.

The Board decided to foster a culture of continuous feedback by deploying numerous member survey instruments, the ICF blog, personal e-mail addresses for both the president and president-elect, the Real Talk with the Board open-calls and is currently reviewing the addition of a suggestion box on the ICF website home page which would be monitored and answered by the ICF Executive Committee.

We are open to receive more suggestions to evaluate and strengthen the effectiveness of the relationship between the ICF leadership and members. I invite you to send me input at Giovanna@coachfederation.org.

I hope that this letter, and most of all, the decisions and actions the Board are undertaking, can testify our commitment to an open, receptive, transparent dialogue with all members. The Board

and I wish to generate a new beginning in our relationship with members and stakeholders.

Sincerely,

Giovanna D'Alessio, MCC

ICF President

Giovanna@coachfederation.org