

## Coach Credentialing

The International Coach Federation runs a rigorous credentialing process, which requires coaches to:

- Complete a minimum number of learning hours through an accredited coach training programme and maintain this through carefully assessed continuing professional development
- Deliver the required number of hours per credential level of paid-for coaching. Each coaching hour is logged on a contact list of every client coached so that the ICF can contact these clients to check on the quality of the coaching experience
- Commit to and be rigorously tested on the ICF Core Competencies, which are regarded as the basis for effective coaching
- Be re-assessed regularly to ensure maintenance of this rigorous standard

This gives clients the assurance that an ICF-credentialed coach has been credentialed at one of the three recognised levels:

- ACC - Associate Certified Coach
- PCC - Professional Certified Coach
- MCC - Master Certified Coach

They have coaching skills that are assessed according to global standards. The coach is also undertaking continuous development and assessment through the ICF Global in order to maintain their credential.

Advancing The Art,  
Science and Practice Of  
Professional Coaching

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In an unregulated profession, how do  
you ensure that you receive  
a globally benchmarked  
coaching experience?



## What is professional coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential, which is particularly important in today's uncertain and complex environment. Coaches honour the client as the expert in his or her life and work and believe every client is creative, resourceful and whole. Standing on this foundation, the coach's responsibility is to:

- Discover, clarify, and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

This process helps clients dramatically improve their outlook on work and life, while improving their leadership skills and unlocking their potential. Coaching brings a shift in corporate culture that increases productivity by changing it from command-and-control to collaboration and creativity. It helps close the gap between generations by increasing engagement and encouraging progress that benefits all parties involved. Leadership is strengthened; communication is enhanced; listening is fine-tuned; and the overall organisation becomes more effective.

## Benefits of Using a Coach

**Professional coaching brings many wonderful benefits:**

fresh perspectives on personal challenges, enhanced decision-making skills, greater interpersonal effectiveness, and increased confidence. And, the list does not end there. Those who undertake coaching also can expect appreciable improvement in productivity, satisfaction with life and work, and the attainment of relevant goals.

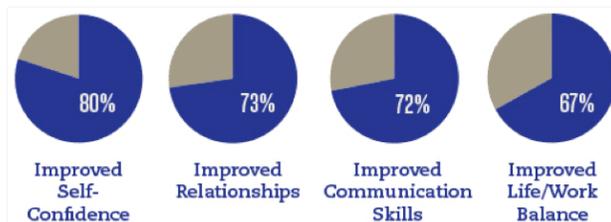
### Increased Productivity

*Professional coaching maximizes potential and, therefore, unlocks latent sources of productivity.*



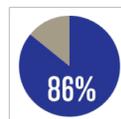
### Positive People

*Building the self-confidence of employees to face challenges is critical in meeting organizational demands.*



### Return on Investment

*Coaching generates learning and clarity for forward action with a commitment to measurable outcomes. The vast majority of companies (86%) say they at least made their investment back.*



## Satisfied Clients

*Virtually all companies and individuals who hire a coach are satisfied.*



## What has caused the tremendous growth in the coaching industry?

**Coaching has grown significantly for many reasons, among them:**

- Rapid changes are taking place in the external business environment.
- Downsizing, restructuring, mergers and other organisational changes have radically altered the "traditional employment contract." Companies can no longer achieve results using traditional management approaches.
- With the growing shortage of talented employees in certain industries, companies must commit to investing in individuals' development.
- The disparity between what managers were trained to do and what their jobs now require of them is widening due to increasing demands for competitive results.
- People are wrestling with job insecurity and increased workplace pressures to perform at higher levels than ever before.
- Companies must develop inclusive collaborative work environments to achieve strategic business goals and to maintain high levels of customer satisfaction.
- Individuals who have experienced the excellent results of coaching are talking to more people about it.
- People today are more open to the idea of being in charge of their own lives. Coaching helps them do just that.

In short, coaching helps individuals and companies focus on what matters most in life and business, and so the industry continues to grow.