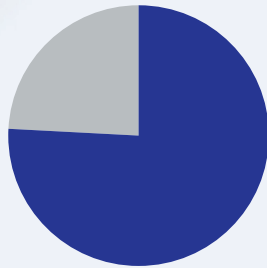


The Time for Training is Now

The professional coaching industry is growing rapidly as the general public becomes more aware of the benefits of coaching, which presents coaches with great opportunities. According to the *2012 ICF Global Coaching Study*, there are an estimated 47,500 professional coaches around the world bringing in an annual income close to \$2 billion USD. If you want to cash in on the opportunities, there are several reasons why training is essential.

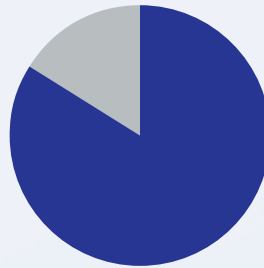
In the hiring process, clients look for coaches with proper training. It's a key element on your résumé that will give you a competitive advantage. Here's proof:



76% of coaches

agreed that clients expect them to be certified or credentialed.

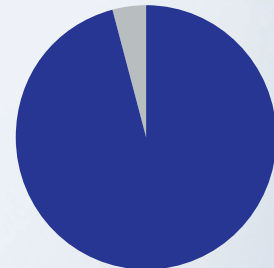
2012 ICF Global Coaching Study



83% of consumers

who experienced a coaching relationship reported that it was important for coaches to hold a credential.

2014 ICF Global Consumer Awareness Study



93% of clients

who partnered with an ICF Credential-holder reported being "somewhat" or "very" satisfied with the coaching experience.

2014 ICF Global Consumer Awareness Study

Networking is vital in any industry, but if you haven't completed professional training to hone your coaching skills, your coaching colleagues aren't likely to send business your way. In the *2012 ICF Global Coaching Study*, coaches said the No. 1 obstacle in the industry was "untrained individuals who call themselves coaches." Training will give you credibility in the industry and help you build a wider professional network.

**If you want to grow your business,
the best investment you can make is to start your training.**

Get started

A quick Internet search will yield thousands of coach training options. Let us help you narrow the search; choose an International Coach Federation (ICF)-approved training program. More than 450 programs have gone through rigorous reviews and demonstrated that they provide instruction aligned with ICF's definition of coaching, Core Competencies and Code of Ethics. By completing an ICF-approved program, you can be confident that the program curriculum meets ICF standards.

ICF's Training Program Search Service at Coachfederation.org/tpss allows you to search all ICF-approved coach training programs using criteria including:

- Coaching specialty options
- Distance learning options
- Financial support options
- In-person, on-site training
- Language preference

Your commitment

Depending on the ICF-approved training program you choose, you will need to commit to at least 30 hours of coach-specific training. Training costs vary depending on the program but can range from \$2,000 up to \$15,000 USD.

Advanced training

If you are serious about advancing your coaching business, consider pursuing an ICF Credential following your coach training. If you select an ICF-approved program for your initial training, that program will count toward requirements for an ICF Credential in the future.

Coaches must complete at least 60 hours of coach-specific training that meets ICF's standards to become an ICF Member.

Learn more at Coachfederation.org/mer.

ICF provides two kinds of program approvals:

Accredited Coach Training Programs (ACTP)

ACTPs offer a minimum of 125 training hours. These programs offer start-to-finish coach training, including comprehensive instruction around the ICF Core Competencies, Code of Ethics and definition of coaching. ACTPs also include observed coaching sessions, Mentor Coaching and a comprehensive final exam that evaluates a student's coaching competency. Through beginning, intermediate and advanced coach-specific training, students of ACTP programs acquire practical and theoretical knowledge with multiple opportunities to develop skills under the guidance of faculty. Students complete formative and summative assessments of their coaching.

Approved Coach Specific Training Hours (ACSTH)

ACSTH programs offer a minimum of 30 training hours. Through beginning and intermediate coach-specific training, students of ACSTH programs acquire practice and theoretical knowledge with expanded opportunities to develop skills under the guidance of faculty.

ICF also approves **Continuing Coach Education (CCE) units** as advanced education for trained and experienced coaches who wish to acquire new learning and/or renew an individual ICF Credential.



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